

Evolution Of Online Shopping in Urban Areas with Reference of Guntur, Andhra Pradesh.

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CHAPTER - I

ABSTRACT:

The Indian retail sector is witnessing a dramatic change because of changing mindset of the urban Consumer. The Indian E-taling sector has matured enough to deal with the rapid transformations from the era of offline to online platform to be used by the consumer. The purpose of this study the consumer's behavior towards buying pattern while doing online shopping. Any E-taling company in India depends upon its popularity its branding image, its fair policies and the relations with its customers etc. The main aim of the study is about the factors which usually affect the consumers directly for doing online shopping. First the people were scared in buying online because of the unreliable payment procedures. Price and trust have now become most important factors for the development of online shopping. Discounts and safe delivery systems also fascinated the customers towards the online shopping and more. Most of the customers are now not hesitant in buying online products.

Keywords : E-taling, Consumer buying behavior, affecting customers, shopping process,

Introduction

Online shopping is the process in which customers buy goods, services from a seller in real time without an intermediary service over the Internet. Here the intermediate services are nothing but broker, sales man or some other person. It is basically a process of buying goods and services from the vendors who sell on the internet. Vendors are the sale companies who wants to sale their products. The internet is very easy and cheap way of marketing their products. The www (worldwide web) is emerging era, which is now in reach of maximum people therefore merchants thought to sell their products and services on internet. The people those who frequently surf internet they like to buy products online because of huge discounts, offers and quality of products. The quality of product is not only concerned but also transactions are more secure due to all these reasons people are moving towards E-commerce. Apart from E-commerce people are doing so many things online i.e. online hotel booking, online ticket booking and online tour planning etc. The main purpose of online shopping is to enhance access to more types of products and to improve the services provided by service provider. The online shopping consist of different categories of products like household, clothes, books, toys, hardware and software etc. Many people choose online shopping because of the convenience, quick, simple and easy. It is very convenient for all the people who has computer, smart mobile where internet accessibility is available or it is also convenient to the people who are too busy and lazy to walk around the mall or shopping centers. Online shopping is not only for lazy people but also it saves time and money of people and in that time and money they can do some other work. Through E-

business is not only beneficial for people but also beneficial for the service provider or the small business man who cannot open their own shop or difficult for them to purchase a room in a big shopping mall. Online shopping and E- business gives opportunity to all those people also those who are at remote location and they cannot reach city and sell their product. They can easily sell their product online; when customer places order the business man has to just send the product on their address. The different type businesses has gained an opportunity to increase their products sale and can maintain a direct relationship with its customers without any other person between you and your customer. E-business has helped a lot in the globalization of businesses throughout the world. Companies can easily market their product in the whole world and can create great market of their product. Online shopping allows you to browse through endless possibilities and even offers merchandise that's available in stores. These transactions occur instantly-saving your time to get your other errands done.

CHAPTER - II

Review of Literature

Anand Upadhyay, Etal (2017), conclude that most of the people have now started using online shopping websites frequently and they are now more interested in buying products through Internet. First the people were scared in buying online because of the unreliable payment procedures. Price and trust have now become most important factors for the development of online shopping. Discounts and safe delivery systems also fascinated the customers towards the online shopping and more. Most of the customers are now not hesitant in buying online products

R.Tamilarasi and Dr.N.Elamathi (2017), states transactions that occur over the Internet and the web. Commercial transactions involve the exchange of value across organizational or individual boundaries in return for products and services. Exchange of value is important for understanding the limits of e-commerce without an exchange of value no commerce occurs. This paper identifies the Business, technological and society forces that have shaped the growth of e-commerce.

Saskatchewan and Saskatoon, (2017), Finds that E-commerce persuasive strategies are more effective when they are personalized. They studied the effect of the persuasive strategies of the PSD framework on e-commerce customers based on if they often review or rate products after purchase and how long they have been customers. Results of their analysis show that for the customers who often review and rate products, the system's effectiveness influence their decision to continue using Amazon, unlike the customers who have never reviewed or rated a product who are influenced by the perceived credibility of the system and the social support they receive from the system.

Preeti Khanna and Brinda Sampat (2015), conclude that consumers are spoilt for choices and are presented not only with different products and brands but also with diverse retailer formats such as departmental stores, specialty stores, and online shopping platforms. The prospect of online shopping is increasing in India because of many factors such as increased Internet literacy, ease of use, perceived usefulness, increased number of working women, entry from the global and local participants, and the increased visibility of online players

Habeeb syed and K Francis Sudhakar (2016), conclude that Online shopping made so easy for everyone with their product variations and simple way to buy things. An attempt has been made to critically examine various corporate and business level strategies of two big e-tailers and those are Flipkart and Amazon. Comparison have been done considering e-commerce challenges, their business model, funding, revenue generation, growth, survival strategies, Shoppers' online shopping experience, value added differentiation, and product offerings. Both these big players made their own mark in India

Dr. Priti Nigam, Dr. Keyurkumar M Nayak and Dr Parimal H.Vyas. (2015) research that's management tools using Internet, various innovative companies have set up systems for taking customer orders, facilitate making of payments, customer service, collection of marketing data, and online feedback respectively. These activities have collectively known as e-commerce or Internet commerce. India has an Internet user base of about 250.2 Million as of June 2014. The penetration of e-commerce is low compared to markets like the United States. India's e-commerce market was worth about \$3.8 Billion in 2009, it went up to \$12.6 Billion in the year 2013. Flipkart & Amazon are the two big players of e-commerce in India. An attempt has been made to critically examine various corporate and business level strategies of two big e-tailers that is Flipkart and Amazon considering their e-commerce challenges, business model, funding and revenue generation, made by them along with evaluation of the challenge which both of them had faced in October 2014.

Prof. Ignacio Ortiz Betancourt, Prof. María del Carmen Meza Téllez and Mariel Terrones Castro(2017) Conclude that commerce arised from the greater demand experienced by companies and the need of their administration to make better use of information technology and adapt the new technologies, in order to improve the relationship between customer and supplier. In this scenario, from micro to large interprises could benefit by developing e-commerce strategies; in the mexican context, micro, small and médium enterprises represent more than 90% of business units but show low preference for adopting e-commerce strategies. After applying a survey among 100 small enterprises, it was observed that the most important barriers were the high cost of implementation, lack of qualified personnel and lack of information.

Vipul Narayan, R.K.Mehta, Etal (2017) Authors discuss about e-commerce rapidly increase the life style of people. They find the correlation between temporal evaluation and consuming behavior from a large amount of data. After this e-commerce has some problem recommendation so they use collaborative filtering method where they discuss about it. In collaborative filtering method where two users have the same ranking of their product then they gain similar preferences. Then sentiment analysis where found the opinion reviews of user through the web content. In the sentiment analysis, they implement a tool to find out the polarity of opinion in reviews. The polarity is finding in order of positive, negative and neutral.

Swapnil V. Mishra and Dr.Shamkant N.Kotkar, (2015) conclude that E-commerce has reached to doorstep of a common individual in India it can be seen as a future of commerce. The e-commerce has broken the technological and geographical barriers over the years and has got huge amount of success . A comparative study of Flipkart.com with one of the close competitor Amazon.com delivers the information about the success of Flipkart.com in present Indian market scenario.

S. A. Bhat, K. Kansana and J.M. Khan,(2017) concludes that rather e-commerce is more than just another way to boost the existing business practices. It is leading a complete change in traditional way of doing business. This significant change in business model is witnessing a tremendous growth around the globe and India is not an exception. internet penetration has added to growth of E-commerce and more particularly start-ups have been increasingly using this option as a differentiating business model. analyze the trends of E-Commerce. The study further examines the key variables imperative for the success of E-commerce business models

CHAPTER - III

Methodology

The research methodology that was used in the research was the quantitative research method. Questionnaires and observations have been used by investigation for study in the come up to online shopping between different gender, different demographic areas, in different types of age group interests of expectance, interest, based on the study, the design of a questionnaire survey which is chosen as the only enormous public and professionally. The study was to examine the attitude of the 150 people to fill questionnaire shopping based on closed ended questions. Data was gathered through different population of people from different categories and community.

Objectives

- 1) What are the positives and negatives influencing factors responsible for online shopping
- 2) To understand and estimate the consumer perception and factors affecting their behavior for choosing e-commerce sites
- 3) To know how consumer are evaluating e-commerce site for their purchase
- 4) To study complexities and barrier those are in between e-commerce sites and customers

CHAPTER – IV

Data Analysis and Findings

Data Analysis and Interpretation

After preparing the questions and completing the survey, the results are recorded into excel and the data is sorted so that it can be analyzed . The data is then analyzed with pivot tables for various questions and the results are tabulated as follows, followed by interpretations for each element

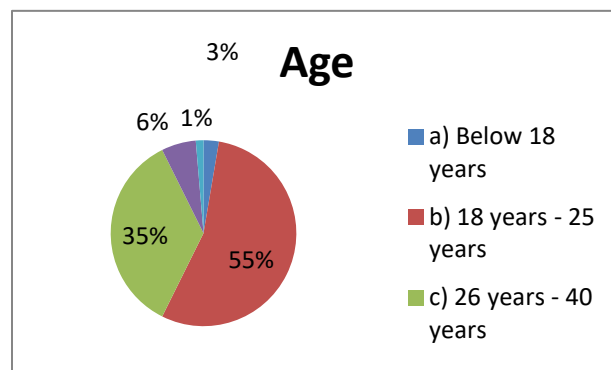
Age of Respondents

Table No: 4.1

Age				
	Frequen cy	Perce nt	Valid Perce nt	Cumulati ve Percent
Belo w 18 years	4	3	3	3
18- 25 years	82	55	55	58
26- 40 years	53	35	35	93
40- 60 years	9	6	6	99
Abo ve 60 years	2	1	1	100
	150	100	100	

Interpretation : In the above table the age group of below 18 years are 4(3%) respondents, 18-25 years are 82(55%) respondents, 26-40 years are 53(35%) respondents, 40-60 years are 9(6%) respondents, and above 60 years are 2(1%) respondents.

Figure No :4.1



Analysis : From this study we observed that the age group between 18-25 are using online shopping more percentage followed by 26-40 age group with 35%.

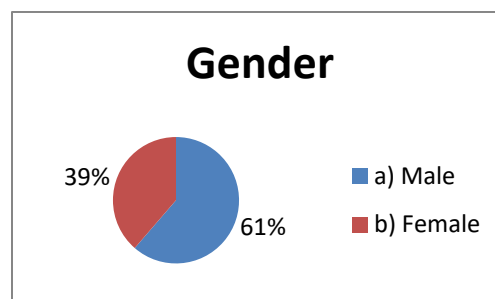
Gender of Respondents

Table No :4.2

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Male	92	61	61	61
Female	58	39	39	100
	150	100	100	

Interpretation : In the above table the respondents of male gender are 92(61%), and female gender respondents are 58(39%)

Figure No : 4.2



Analysis : From this study we observed that the male gender are using online shopping for purchasing, followed up by female with 39%.

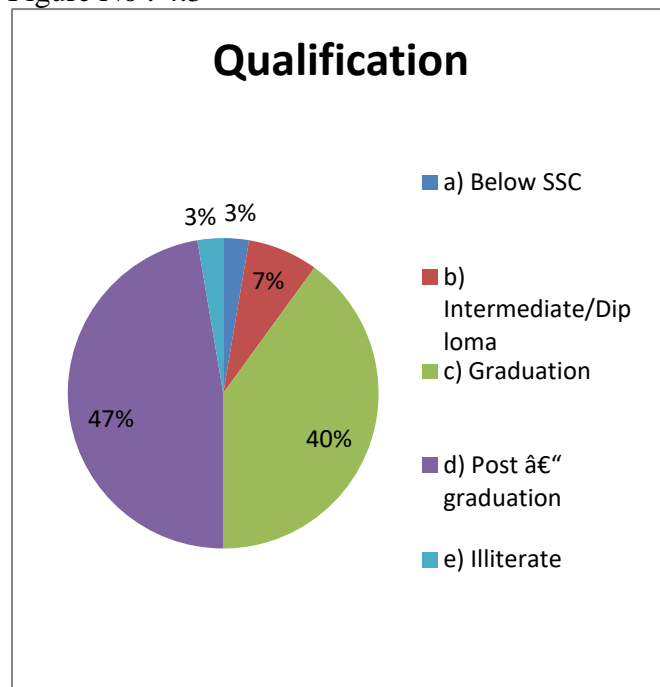
Qualifications of Respondents

Table No:4.3

Qualification				
	Frequency	Percent	Valid Percent	Cumulative Percent
Below SSC	4	3	3	3
Intermediate/Diploma	11	7	7	10
Graduation	60	40	40	50
Post Graduation	71	47	47	97
Illiterate	4	3	3	100
	150	100	100	

Interpretation : In the above table the respondents of below SSC are 4(3%), Intermediate/Diploma are 11(7%) respondents, Graduation are 60(40%), Post Graduation are 71(47%), and the respondents of illiterate are 4(3%).

Figure No : 4.3



Analysis : From above study we observed that most of the post graduation people are using online shopping for shopping and graduation are followed with 40%.

Occupation of Respondents

Table No : 4.4

Occupation				
	Frequency	Percent	Valid Percent	Cumulative Percent
Pvt. Employee	38	25	25	25
Govt. Employee	14	10	10	35
Student	51	34	34	69
Business	11	7	7	76
Retired	2	1	1	77
Self Employed	23	16	16	93
Unemployed	11	7	7	100
	150	100	100	

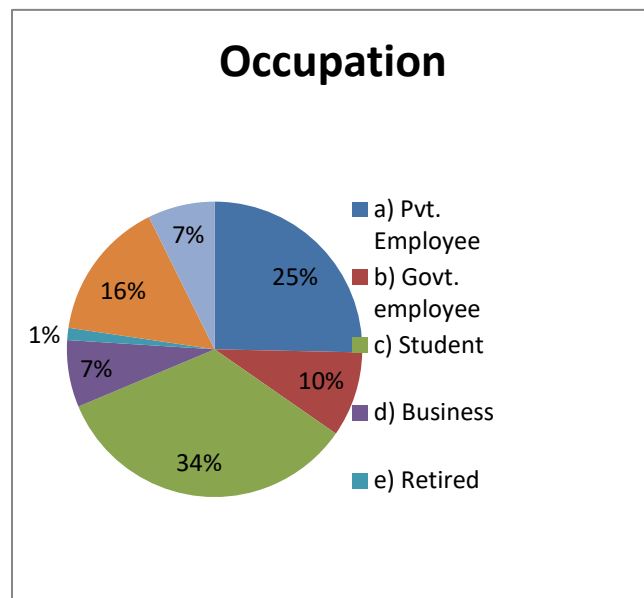
Interpretation : From the above table the respondents of Pvt Employees are 38(25%), Govt Employees are 14(10%), Students are 51(34%), business are 11(7%), retired respondents are 2(1%), self employed are 23(16%), and unemployed are 11(7%).

Marital status of Respondents

Table No : 4.5

Marital status				
	Frequency	Percent	Valid Percent	Cumulative Percent
Married	38	25	25	25
Unmarried	112	75	75	100
	150	100	100	

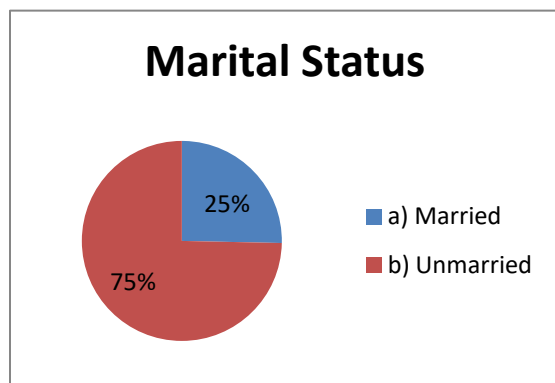
Figure No :4.4



Analysis : From the above study we observed that mostly online shopping are done by the students and followed by Pvt.employees with 25%. And mostly unemployed are not using online shopping

Interpretation : From the above table the number of married respondents are 38(25%), and the unmarried respondents are 112(75%).

Figure No : 4.5



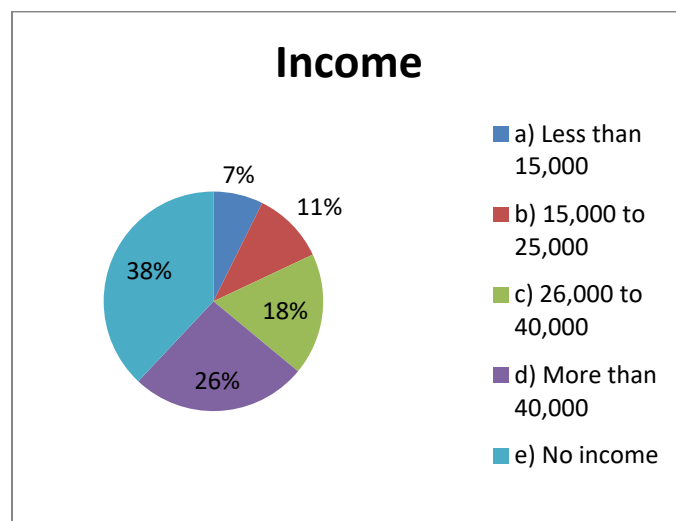
Analysis : From the above study we observed that mostly unmarried are using online shopping for purchasing products rather than married respondents.

Income of Respondents

Table No :4.6

Income				
	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 15000	11	7	7	7
15000-25000	16	11	11	18
26000-40000	27	18	18	36
More than 40000	39	26	26	62
No income	57	38	38	100
	150	100	100	

Interpretation : From the above table the income of respondents of less 15000 are 11(7%), and income of respondents of 15000-25000 are 16(11%), respondents of 26000-40000 are 27(18%) respondents of more than 40000 are 39(26%) and the respondents of No income are 57(38%)



Analysis : From the above study we observed that No income respondents are more they are mostly students who are doing shopping on online and income of more then 40000 has followed up with 26%.

Respondents like Online shopping

Table No : 4.7

Respondents like online shopping				
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	141	94	94	94
No	9	6	6	100
	150	100	100	

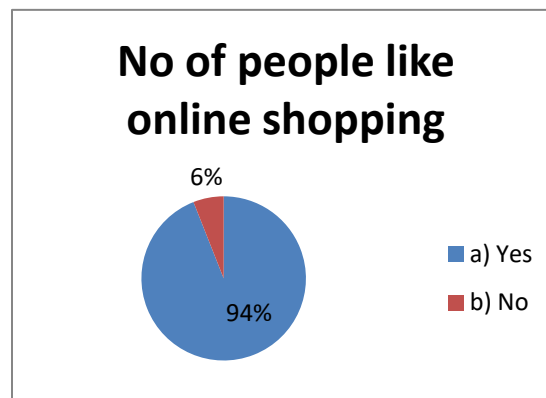
Interpretation : From the above table the respondents yes to online shopping are 141(94%) and No to online shopping are 9(6%).

Respondents preference online shopping website

Table No : 4.8

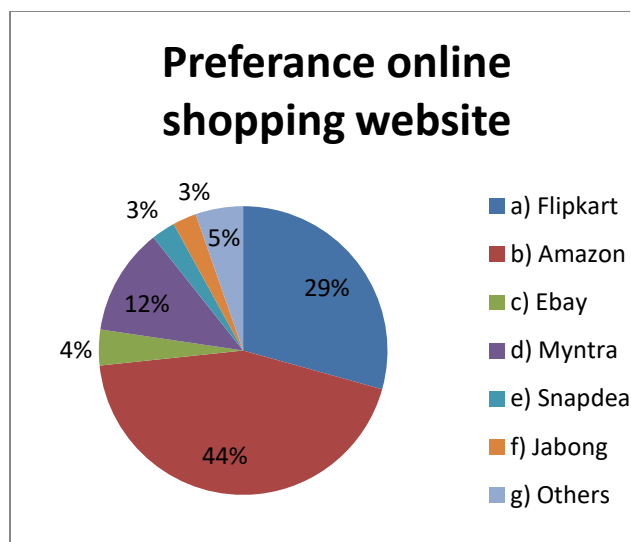
Preference online shopping website				
	Frequency	Percent	Valid Percent	Cumulative Percent
Flipkart	44	29	29	29
Amazon	66	44	44	73
Ebay	6	4	4	77
Myntra	18	12	12	89
Snapdeal	4	3	3	92
Jabong	4	3	3	95
Others	8	5	5	100
	150	100	100	

Figure No : 4.7



Analysis : From the above study we observed that mostly people are likely to do online shopping now a days

Interpretation : From the above table the respondents which preferred Flipkart are 44(29%), respondents which preferred Amazon are 66(44%), the respondents of ebay are 6(4%), respondents which preferred Myntra are 18(12%), respondents who preferred Snapdeal and Jabong are 4(3%), and respondents who preferred Others are 8(5%).



Analysis : From the above data we observed that mostly people using Amazon for online shopping and followed up by flipkart with 29%.

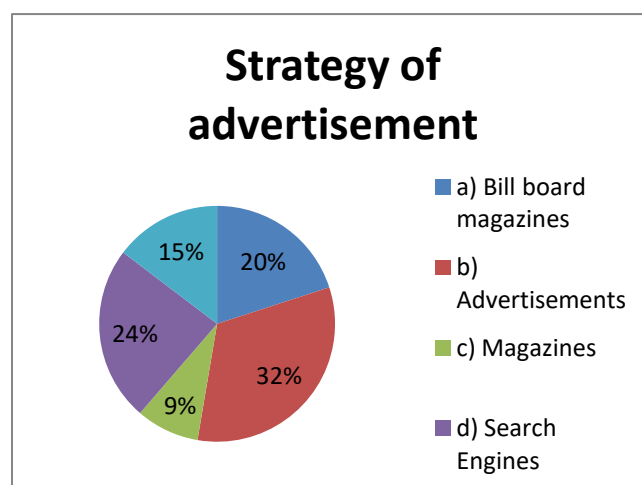
Respondents influenced for online shopping

Table No : 4.9

Advertisement		Strategy of		
	Frequency	Percent	Valid Percent	Cumulative Percent
Bill Board Magazine	30	20	20	20
Advertisement	49	32	32	52
Magazines	13	9	9	61
Search Engines	36	24	24	85
Others	22	15	15	100
	150	100	100	

Interpretation : From the above table respondents are likely to know about online shopping are from Bill board magazine are 30(20%), from the Advertisement 49(32%), from magazines 13(9%), from Search Engines 36(24%), and from others 22(15%).

Figure No: 4.9



Analysis : From the above table we observed that advertisements are the mostly communicate channel for the online shopping and search engines are followed with 24%.

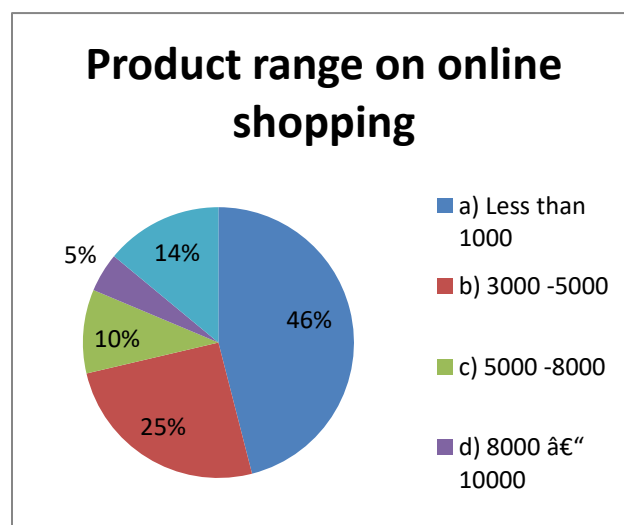
Respondents product range on online shopping

Table No : 4.10

Product range on online shopping				
	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 1000	69	46	46	46
3000 - 5000	38	25	25	71
5000 - 8000	15	10	10	81
8000 - 10000	7	5	5	86
More than 10000	21	14	14	100
	150	100	100	

Interpretation : From the above table the respondents that doing shopping on online the product ranges from less than 1000 are 69(46%), the respondents who purchase 3000-5000 are 38(25%), from 5000-8000 are 15(10%). And the respondents 8000-10000 are 7(5%), and the respondents more than 10000 are 21(14%).

Figure No: 4.10



Analysis : From the above we study that the products with are less than 1000 are mostly purchased and followed up by 3000-5000 with 25%, but few people are willing to buy the products which are more than 10000 range with 14%.

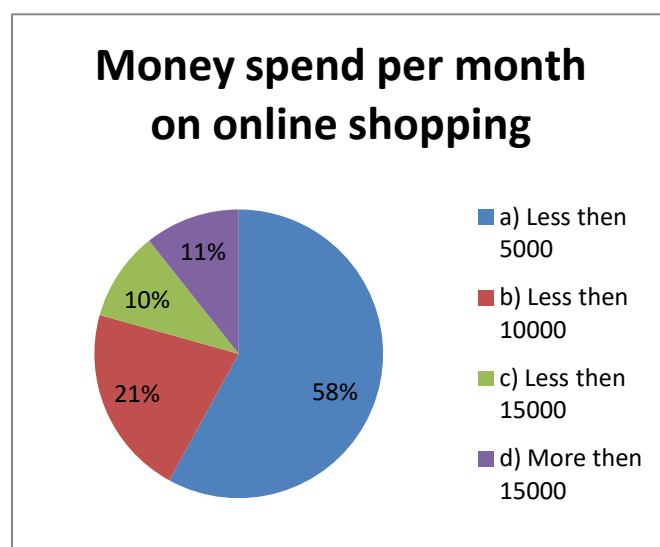
Respondents spending money on online shopping

Table No : 4.11

Money spend per month on online shopping				
	Frequen cy	Perce nt	Valid Perce nt	Cumulati ve Percent
Less then 5000	87	58	58	58
Less then 10000	32	21	21	79
Less then 15000	15	10	10	89
More then 15000	16	11	11	100
	150	100	100	

Interpretation : From the above table we can say that the money spend on online shopping less then 5000 are 87(58%), and less then 10000 are 32(21%), and the respondents who are spending less then 15000 are 15(10%), and the respondents who are spending more then 15000 are 16(11%).

Figure No : 4.11



Analysis : From the above we can understand that people in the Guntur city like to spend less then 5000 on online shopping per month and followed up by spending upto 10000 per month

Respondents mode of Payment for online shopping

Table No : 4.12

Mode of Payment for online shopping				
	Frequency	Percent	Valid Percent	Cumulative Percent
Cash on delivery	107	71	71	71
Net banking	35	23	23	94
Others	8	6	6	100
	150	100	100	

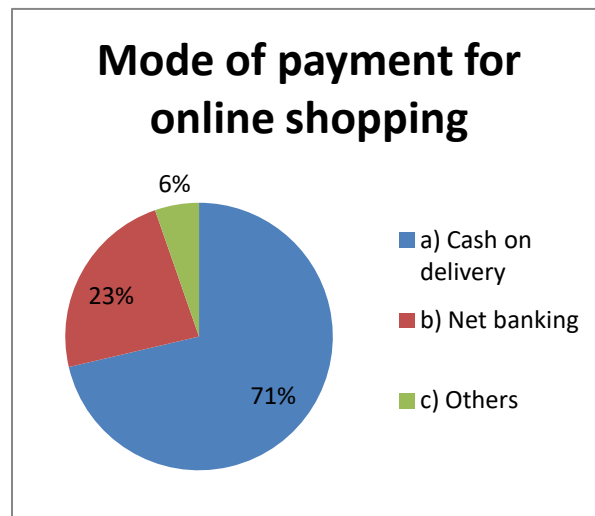
Interpretation : From the above table the respondents who are doing online shopping with the payment mode of cash on delivery 107(71%), respondents with net banking with mode of payment are 35(23%), and others payment modes are 8(6%).

Respondents importance for online shopping

Table No : 4.13

Importance of online shopping				
	Frequency	Percent	Valid Percent	Cumulative Percent
Security	55	36	36	36
Privacy	6	4	4	40
Trust	10	7	7	47
All the above	79	53	53	100
	150	100		

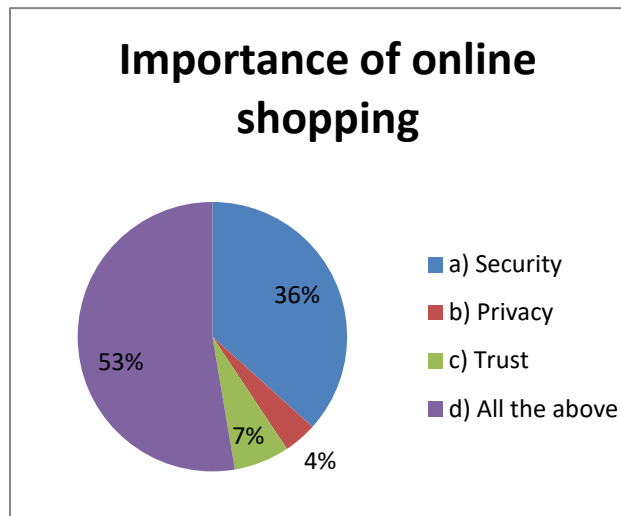
Figure No : 4.12



Analysis : From the above we observed that mostly people are likely to cash on delivery mode of payment is preferable and followed up by net banking

Interpretation : From the above the respondents give preference while online shopping are security are 55(36%), and privacy are 6(4%) and trust are 10(7%) and the respondents who preferred all the above are 79(53%).

Figure No : 4.13



Analysis : From the above study we observed that mostly people likely to have security, privacy and trust and all the three for doing online shopping

Respondents Buying Pattern

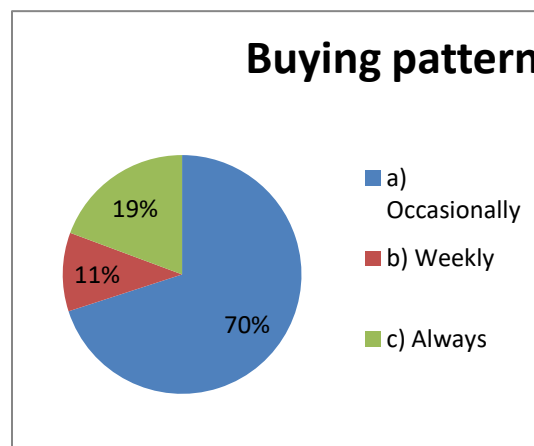
Table No

: 4.14

Buying				
Pattern	Frequency	Perc ent	Valid Perc ent	Cumula tive Percent
Occasion ally	105	70	70	70
Weekly	16	11	11	81
Always	29	19	19	100
	150	100	100	

Interpretation : From the above table the respondents do online shopping on Occasionally are 105(70%), respondents who do weekly are 16(11%), and always are 29(19%).

Figure No : 4.14



Analysis : From the above we observed that mostly people do online shopping occasionally and some people do always

Respondents recommend for online shopping

Table No : 4.15

Recommendation of online shopping				
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	145	97	97	97
No	5	3	3	100
	150	100	100	

Interpretation : From the above the respondents mostly who are yes to online shopping are 145(97%), and No are 5(3%).

Figure No : 4.15



Analysis : From the above we observed that mostly people recommend for online shopping

CHAPTER – V

Discussion and Conclusion

Findings:

1. Have you ever done online shopping ?

The people those who like online shopping or they don't like online shopping. Here the collected data shows that there 94% people they had done online shopping and they like to do online shopping because it saves there time and they gets different types of varieties of products.

2. Which shopping website you prefer while doing shopping ?

There are different types of shopping websites are available in that many shopping websites are very popular where as some website are under popularity. When we asked people about their preference of shopping websites then there are 20.05% people likes to do shopping from Amazon 44% and from flipkart 29%, myntra 12% from jabong 3% from Snapdeal, 3% ,and 5% from some other websites. The collected data shows that and Amazon and flipkart shopping websites are more popular among people.

3.Which Marketing strategy influenced you to shopping online ?

The collected data shows that there are many people those who have influence of many things towards online shopping. There are 20% people influence by bill-boards magazines, 32% people influenced by advertisements which are broadcast on television in between movies and serials, 9 % people inspired from the advertisements which are published in the monthly magazines and rest of 24% people inspired from search engines that is online advertisements during their internet surfing. When they used to surf internet online and see some good offer advertisement then they used to visit the websites for shopping.

4.How Much money you usally spend on online shopping ?

The Indian community consist of low class, middle class and poor class family. The Indian people money background decides their mind set towards shopping. Therefore collected data shows that there are 46% people who spend 1000 per month for online shopping, 38% people spend 3000-5000 per month for online shopping, 5% people spends 8000 -10000 for online shopping where as 14 % people who does the online shopping of big money. They have mindset that when they have to spend more on any product then they have less trust on the online shopping.

5.Which range of products do you buy?

There are different types of people in Indian community who are preferring online shopping based on their money background, 58% people like to spend less than 5000 on online shopping, 21% people like to spend less than 10000 on online shopping, 10% people like to spend less than 15000 on online shopping because they can't trust on the seller for big deals.

6.Which mode of payment you prefer while doing online shopping ?

There are many options are available for payment on online shopping based on the customer's comfort.71% people prefer cash on delivery for payment on online shopping because they are bothered about net banking and also they want to pay after they got their products, 23.% people prefer net banking for payment on online shopping and 6% prefer other options for payment on online shopping.

7.Which is most important thing for online shopping ?

The customers who are going for online shopping are very much concerned about the important things for online shopping.36% people gives importance to security for online shopping 4% people gives importance to privacy for online shopping,7% people gives importance to trust for online shopping and 53% people gives importance to all of the above for online shopping.

8. Buying pattern ?

The customers who are going for online shopping are used to buy the products online as frequently as they need. There are 70% occasionally go for online shopping, 11% people weekly go for online shopping and 19% people always go for online shopping because they don't have enough time for visit on mall or shopping centres.

9. Do you recommend for online shopping ?

In collected data sets, we asked people about their recommendation towards online shopping then there are 97 people said that they recommend people for online shopping and there are 3% people who said that they should not go for online shopping because of their some personal incidence which was happened with them.

Conclusion

The final conclusion is that people seem to be ready with slow transition being happening from the traditional shopping to online shopping and if this is the case then such kind of transition better for society. This is a good steps toward cashless transaction and to avoid the third party involvement which is unnecessarily increases the cost of product. The cashless transaction avoid the utilization of black money and make system transparent in terms of tax paying.

Appendix - I

Questionnaire

P. Naresh (Roll No: - 181FC01061) Pursuing MBA in Vignan's Foundation for Science, Technology and Research, Deemed to be university, Vadlamudi, Guntur district, Andhra Pradesh. Request you to provide information relating to my research topic **Evolution Of Online Shopping in Urban Areas with Reference of Guntur, Andhra Pradesh**. Promise you that the information provided by you will be used exclusively for academic research purpose.

Part – I: - Demographic Factors

1. Name : _____

2. Age :

- a) Below 18 years
- b) 18 years - 25 years
- c) 26 years - 40 years
- d) 40 years - 60 years
- e) Above 60 years

3. Gender:

- a) Male
- b) Female
- c) Others

4. Qualification:

- a) Below SSC
- b) Intermediate/Diploma
- c) Graduation
- d) Post – graduation
- e) Illiterate

5. Occupation:

- a) Pvt. Employee
- b) Govt. employee
- c) Student
- d) Business
- e) Retired
- f) Self employed
- g) Unemployed

6. Marital status:

- a) Married
- b) Unmarried

7. Income

- a) Less than 15,000
- b) 15,000 to 25,000
- c) 26,000 to 40,000
- d) More than 40,000
- e) No income

Part – II: - Consumer Behavior

1. Have you ever done online shopping ?

- a) Yes
- b) No

2. Which shopping website you prefer while doing shopping ?

- a) Flipkart
- b) Amazon
- c) Ebay
- d) Myntra
- e) Snapdeal
- f) Jabong
- g) Others

3. Which marketing strategy influenced you to do shopping online ?

- a) Bill board magazines
- b) Advertisements
- c) Magazines
- d) Search Engines

4. How much you usually spend on online shopping ?

- a) Less than 1000
- b) 3000 -5000
- c) 5000 -8000
- d) 8000 – 10000
- e) 10000+

5. Which range of products you will buy ?

- a) Less than 5000
- b) Less than 10000
- c) Less than 15000
- d) More than 15000

6. Which mode of payment you prefer while doing online shopping

- a) Cash on delivery
- b) Net banking
- c) Others

7. Which is more important thing for online shopping ?

- a) Security
- b) Privacy
- c) Trust
- d) All the above

8. Buying Pattern

- a) Occasionally
- b) Weekly
- c) Always

9. Do you recommend for online shopping

- a) Yes
- b) No

Appendix – II

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