

E-COMMERCE: PROBLEMS & PROSPECTS

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E-Commerce in India: Problems and Prospects

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Introduction

Today, online business has developed into a gigantic industry. E-commerce is everything that includes an online dealing. This can chain from online ordering, through online delivery of paid content, to financial transactions such as movement of money between bank accounts. People today can leisurely buy or sell literally anywhere and anytime within minutes, may be their workplace or their homes. In India, the online market space is proliferating with reference to travel, movies, hotel reservations and books to the likes of matrimonial services, electronic gadgets, fashion accessories and even groceries. In its most clear vision e-commerce is the buying and selling of goods and services and administrations by organizations and shoppers over the Internet. Online deals are increasing fast as buyers make use of low costs offer by the wholesalers who are retailing their products. This pattern is put to protect as sites address purchaser security and security affects. This sector can be categorized into four main types, based on the different sides involved in the transactions – Business-to-business (B2B), business-to-customer (B2C), customer-to-business (C2B) and customer-to-customer (C2C). Since a decade ago, the eminence of e-commerce is hugely increased because of fleet-footed and powerful technique for trading items and enterprises both territorially and all around. Presently a-days it has revolved into the virtual principle road of the world. Earlier food and grocery were

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