

A PROJECT REPORT ON

***“E-COMMERCE NEEDS TO DEVELOPMENT OF THE ECONOMY”***

A Project Submitted to

University of Mumbai for Partial Completion of the Degree of  
Bachelor in Commerce (Banking and Insurance)

Under the Faculty of Commerce

By

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***JNAN VIKAS MANDAL’S***

**Mohanlal Raichand Mehta College of Commerce**

**Diwali Maa College of Science**

**Amritlal Raichand Mehta College of Arts**

**Dr. R.T. Doshi College of Computer Science**

**NAAC Re-Accredited Grade 'A+' (CGPA : 3.31) (3rd Cycle)**

**Sector-19,Airoli, Navi Mumbai, Maharashtra 400708**



***FEBRUARY, 2024.***



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**CERTIFICATE**

This is to certify that **MR.**\_\_\_\_\_ has worked and duly completed his Project work for the degree of Bachelor in Commerce (Banking and Insurance) under the Faculty of Commerce in the subject of **Banking** and his project is, "\_\_\_\_\_-". Under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is his own work and fact reported by her personal finding and investigations.

Guiding Teacher,

**ASST. PROF. DR. KISHOR CHAUHAN.**

**Date of submission:**

## **DECLARATION**

I the undersigned **MR. ANIKET BIPIN SINGH** here by, declare that the work embodied in this project work titled “**E-COMMERCE NEEDS TO DEVELOPMENT OF THE ECONOMY**”, forms my own contribution to the research work carried out by me under the guidance of **ASST. PROF. DR. KISHOR CHAUHAN** is a result of my own research work and has been previously submitted to any other University for any other Degree/ Diploma to this or any other University.

Wherever reference has been made to previous works of others, it has been clearly indicated as such and included in the bibliography.

I, here by further declare that all information of this document has been obtained and presented in accordance with academic rules and ethical conduct.

**(ANIKET BIPIN SINGH)**

Certified by:

**ASST. PROF. DR. KISHOR CHAUHAN.**

## **ACKNOWLEDGEMENT**

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# **CHAPTER 1**

# **INTRODUCTION**

## **1. INTRODUCTION OF E -COMMERCE**

WE are living in e-century. The Internet and information and communications technologies (ICT) are central to economic growth and productivity. Internet-based technologies and networks can increase productivity, decrease costs and open new market opportunities. Now-a-days, using the Internet and email to conduct business is not uncommon. However, lack of technical and management skills in Information and Communications Technology is a barrier. There are a wide variety of resources available to help you to improve 3 your e-commerce skills. Simply, decide what skills you need and identify the appropriate resources to help you to build those skills. The skills that may be required range from basic abilities, like word processing and Internet navigation, to more complex capabilities such as designing and building websites and database management. There are a range of resources to help you broaden your understanding of the ecommerce environment and develop your technical skills. These include online resources, books and magazines, seminars and training courses. Keeping this in mind, a summary on the background of Electronic Commerce is being provided.

### **MEANING OF E-COMMERCE:**

E-Commerce or Electronics Commerce is a methodology of modern business which addresses the need of business organizations, vendors and customers to reduce cost and improve the quality of goods and services while increasing the speed of delivery. E-commerce refers to paperless exchange of business information using following ways.



- Electronic Data Exchange (EDI)
- Electronic Mail (e-mail)
- Electronic Bulletin Boards
- Electronic Fund Transfer (EFT)
- Other Network-based technologies

The concept of e-commerce is all about using the internet to do business better and faster.

E-commerce is the process of buying and selling over the Internet, or conducting any transaction involving the transfer of ownership or rights to use goods or services through a computer mediated network without using any paper document.

Electronic commerce or ecommerce refers to a wide range of online business activities for products and services. It also pertains to

“ any form of business transaction in which the parties interact electronically rather than by physical exchanges or direct physical contact.” Business transacted through the use of computers, telephones, fax machines, barcode readers, credit cards, automated teller machines (ATM) or other electronic appliances without the exchange of paper-based documents. It includes procurement, order entry, transaction processing, payment authentication, inventory control, and customer support.

E-commerce is subdivided into three categories: Business to business or B2B (Cisco), business to consumer or B2C (Amazon), and consumer to consumer or C2C (eBay) also called electronic commerce.

E-commerce the phrase is used to describe business that is conducted over the Internet using any of the applications that rely on the Internet, such as e-mail, instant messaging, shopping carts, Web services, UDDI, FTP, and EDI, among others.

A type of business model, or segment of a larger business model, that enables a firm or individual to conduct business over an electronic network, typically the internet. Electronic commerce operates in all four of the major market segments: business to business, business to consumer, consumer to consumer and consumer to business.

Ecommerce has allowed firms to establish a market presence, or to enhance an existing market position, by providing a cheaper and more efficient distribution chain for their products or services.

**Examples of E-Commerce:**

- An individual purchases a book on the Internet.
- A government employee reserves a hotel room over the Internet.
- A business calls a toll free number and orders a computer using the seller's interactive telephone system.
- A business buys office supplies on-line or through an electronic auction.
- Retailer orders merchandise using an EDI network or a supplier's extranet.
- A manufacturing plant orders electronic components from another plant within the company using the company's intranet.

- An individual withdraws funds from an automatic teller machine (ATM).
- Accepting credit cards for commercial online sales

### **E-Commerce Definitions:**

The definition of e-commerce includes business activities that are business-to-business (B2B), business-to-consumer (B2C), extended enterprise computing (also known as "newly emerging value chains"), d-commerce, and m-commerce.

Ecommerce is simply a part e-business, more specifically, the trading aspect of e-business. Although there are many definitions and explanations of e-commerce, the following definition provides a clear distinction.

There are many definitions and understanding about E-Commerce. They are as follows:

- Electronic Commerce is where business transactions take place via telecommunications networks, especially the Internet – E. Turban, J. Lee, D. King and H.M. Chung.
- Electronic commerce is about doing business electronically – P. Timmers

### **E-Commerce – Features**

Electronic commerce, or e-Commerce, refers to the purchasing and selling of goods or services via electronic means, such as the Internet or mobile phone applications. It may also refer to the process of creating, marketing, servicing and paying for services and goods.

The following discussion will elicit the unique features of e-commerce. The unique features of ecommerce technology include:

1     **Ubiquity:** e-Commerce is ubiquitous, It is available just about everywhere and at all times by using internet and Wi-Fi hotspot such as airport, coffee cafe and hill station places.. Consumer can connect it to the Internet at any time, including at their homes, their offices, on their video game systems with an Internet connection and mobile phone devices. E-Commerce is ubiquitous technology which is available everywhere Moreover, individuals who have cell phones with data capabilities can access the Internet without a Wi-Fi connection.

2     **Global reach:** The potential market size is roughly equal to the size of the online population of the world. E-Commerce Technology seamlessly stretches across traditional cultural and national boundaries and enables worldwide access to the client. E-Commerce website has ability to translate the multilingual websites as well as allow the access to visitors all over the world, purchase products and make business interactions.

3     **Universal standards:** The technical standards of the Internet are shared by all of the nations in the world. The whole online tradition are growing and expanding their features in the world. To development any kind of business need Internet and communication application which make the business relationship more lovingly and attractive for secure business and successful business.

4     **Richness:** Users can access and utilize text messages and visual and audio components to send and receive information. An individual may see information richness on a company's blog if a post contains a video related to a product and hyperlinks that allow him to look at or purchase the product and send information about the post via text message or email.

**5. Social technology:** E-Commerce technology has tie up the social media networking application to provide the best source of content sharing technology and e-Marketing systems. You can share your content or data easily in just one click.

**CHAPTER 2**  
**RESEARCH METHODOLOGY**

## **OBJECTIVES OF STUDY**

- 1) To study about e-commerce needs to development of the economy
- 2) To study how e-commerce works in different sectors
- 3) To study how e-commerce is very important for a developing country like India

## **SCOPE OF STUDY**

- 1) To Cover the e-commerce business
- 2) To cover the area of data that use for project
- 3) To cover the various e-commerce sectors

## **HYPOTHESIS OF STUDY**

H1:- There is positive development in e-commerce

H2 :- Most of people use online payment

H3 :- People prefer amazon pay

H4 :- Amazon pay is secured for online payment

## **LIMITATION OF STUDY**

- 1) Time constant for project
- 2) Complete data availability

## **The Internet and India**

Before the appearance of VSNL's GIAS, Internet had been in India for many years in the form of ERNET. However, it was not possible for many people to get access to it, as it was meant for only the educational and research communities.

### **1. Educational Research Network (ERNET)**

Internet in India was established as ERNET. It was a joint undertaking of the Department of

Electronics (DOE) of the Government of India, and the United Nations

Development Program (UNDP), which provides technical assistance to developing nations. ERNET is one of the most successful operations that UNDP has funded.

### **2 Gateway Internet Access Service (GIAS)**

On August 15th 1995, Videsh Sanchar Nigam Limited (VSNL) -- the Indian international trunk telephone carrier company -- launched the Gateway Internet Access Service (GIAS).

Subsequently, 6 nodes were established at Mumbai, Delhi, Madras, Calcutta, Bangalore and Pune. Each GIAS node is connected to Internet via high speed MCI circuits having a bandwidth of approximately 10 Mbps.

Users in remote areas of India can reach GIAS service via I-NET. The Department of



Telecommunication (DOT) has a wide-spread network in India called I-NET, which has direct connectivity to each GIAS node.

### **Opportunities and Challenges for Industries**

E-Commerce is presently an essential ingredient of India's trade facilitation policy.

Since 1991, after economic reforms explicitly took place in India, the need to facilitate international trade both through policy and procedure reforms has become the foundation stone of India's trade and fiscal policies. Resultantly, a technological revolution accompanied by the wide spread use of the Internet, web technologies and their applications took place. E-Commerce has changed and is still changing the way business is conducted around the world.

#### **1 Opportunities:**

There is a rising awareness among the businesses in India about the opportunities offered by e-commerce. E-commerce provides a new place for connecting with consumers and conducting transactions. Virtual stores operate round the clock.

##### **a) Global Trade:**

E-business is one of the major factors in the globalization of business. Other factors include decreases in trade barriers, globalization of capital markets. Indian e-business has grown at a compounded annual growth rate of 30% since FY09, and is expected to be \$18 billion

(around Rs 1,116,00 crore) opportunity by FY15.

**b) Virtual Businesses:**

Business firms now have the ability to become virtual E-Business. Virtual business uses electronic means to transact business as opposed to the traditional means of face to face transaction.

**c) Lower search costs:**

The Internet brings low search costs and high price lucidity. E-business has proved to be highly cost effective for business concerns as it cuts down the cost of marketing, processing, inventory management, customer care, etc.

**d) Round the clock:**

Customers can do transactions for the product or enquiry about any product/services provided by a company anytime, anywhere from any location.

**e) Greater Economic Efficiency:**

Greater economic efficiency (lower cost) and more rapid exchange (high speed, accelerated, or real-time interaction) are achieved with the help of electronic business.

The e-commerce market in India has grown by 34 percent in the last decade, was about USD 600 million in 2011-12 and is expected to touch USD 9 billion by 2016 and USD 70 billion by 2020. According to Forrester, the Indian e-commerce

market is expected to grow at a CAGR of over 57 percent between 2012 and 2016, which is the fastest within Asia-Pacific region.

## **2 Challenges:**

The growth of ecommerce volumes in India is attracting the attention of players around the world. Despite lower per-capita purchasing power, the population still makes India one of the most attractive emerging markets for ecommerce. But India is far from being a bed of roses.

Here are the top 8 challenges that ecommerce businesses face in India.

### **a) Indian customers return much of the merchandise they purchase online.**

Indian customers return much of the commodities they purchase online. E business in India has many first time buyers. This means that they have not yet made up their mind about what to expect from e-business websites. As a result, buyers sometimes fall prey to hard sell. But by the time the product is actually delivered, they regret and return the goods. Returns are expensive for e-business companies, as reverse logistics presents unique challenges. This becomes all the more complex in cross border e-business.

**b) Cash on delivery is the preferred payment mode.**

Cash on delivery is the preferred payment mode. Low credit card access and low trust in online transactions has led to cash on delivery being the preferred payment choice in India.

Unlike electronic payments, manual cash collection is painstaking, risky, and expensive.

**c) Payment gateways have a high failure rate.**

Indian payment gateways have an unusually high failure rate by global standards. E-business companies using Indian payment gateways are losing out on business, as several customers do not attempt making payment again after a transaction fails.

**d) Internet penetration is low.**

Internet penetration is low. Internet penetration in India is still a small fraction of what is there in a number of western countries. The quality of connectivity is poor in several regions. But both these problems are on their last legs. The day is not far when connectivity issues would not feature in a list of challenges to e-business in India.

**e) Feature phones still rule the roost.**

Though the total number of mobile phone users in India is very high, a significant majority still use feature phones, and not smart phones. As a result this consumer group is unable to make e-business purchases on the move. Though India is still a

couple of years away from the scales tipping in favour of smart phones, the rapid downward spiral in the price of entry-level smart phones is an encouraging indication.

**f) Postal addresses are not standardized.**

If an online order is placed in India, it is quite likely get a call from the logistics company to ask about exact location. Clearly address is not enough. This is because there is little standardization in the way postal addresses are written.

**g) Logistics is a problem in thousands of Indian towns.**

Given the large size of the country, there are thousands of towns that are not easily accessible.

The problem with logistics is compounded by the fact that cash on delivery is the preferred payment option in India. International logistics providers, private Indian companies, and the government-owned postal services are making a valiant effort to solve the logistics problem.

**h) Overfunded competitors are driving up cost of customer acquisition.**

The long-term prospects for ecommerce companies are so exciting that some investors are willing to spend irrationally high amounts of money to acquire market share today. Naturally the Indian consumer is spoiled for choice.

## **Future Scope and Growth**

The growth of e commerce will be on two accounts: One is due to the changes in the macroeconomic parameters like disposable income, internet penetration, inflow of investments, and the other due to segment specific factors.

### **a) Macro-economic factors**

#### **i) Personal Disposable Income will continue to rise**

According to the International Monetary Fund (IMF), personal disposable income will rise; it signals that the purchasing power of the people and their standard of living has increased. As a result, demand for goods and services are expected to rise. With more disposable income, the benefits of time saving offered by e-commerce will lead to growth in the sector. **ii) Number of active Internet users in**

#### **India is poised to rise**

Internet penetration has increased by a CAGR of 30% from 2007. There has been an increase in internet user base and such trend is expected to continue. This will led to more advertisement on the digital media. As advertisements increase, the trial rate and the repeat rate for online

retailing is likely to increase. This will trigger growth in both the travel and non travel segment due to more customer acquisition.

### **iii) Demand for debit and credit cards will see a rise**

The demand for debit and credit cards has also seen a steady rise over the last few years.

Most of the banks now provide online banking and debit card facility with every new account. With the financial inclusion drive by the RBI, the number of bank accounts (and hence the number of debit cards) will definitely see a rise. This coupled with rising disposable income will invariably lead to more online transactions.

### **b) Segment Specific factors**

In the online travel segment, growth of the tourism industry and demand of domestic travel will have positive externalities on the e-commerce industry. With travel websites providing additional features like hotel booking and package tours, the convenience factor offered by these websites will lead to growth.

Additionally, internet gives users a choice where they can evaluate an offer, compare the prices and decide on the one that suit their demand. In the online retail space, absence of showrooms and high cost of transportation prevents those in tier 2 cities to access global brands thus increasing demand for online shopping.

## **Features of Business model:**

**E-Business Concept:** The e-business concept describes the rationale of the business, its goals and vision, and products or offerings from which it will earn revenue. A successful concept is based on a market analysis that identifies customers likely to purchase the product and how much they are willing to pay for it.

**Value Proposition:** The value proposition describes the value that the company will provide to its customers and, sometimes, to others as well. With a value proposition the company attempts to offer better value than competitors so that the buyer will benefit most with this product

A value proposition may include one or more of the following points:

Reduced price

Improved service or convenience such as the "1 click" checkout

Speed of delivery and assistance

Products that lead to increased efficiency and productivity

Access to a large and available inventory that presents options for the buyer

Provides value in an e-business uses the same approach as providing value in any business, although it may require different capabilities. But common to both are the customers who seek out value in a business transaction. The value proposition helps focus the business on the well-being of the customer, where it remains in successful companies.

Value Delivery through Integration of Activities



## **Sources of Revenue:**

Depending on the business model, several revenue sources may be available to an e-business. Many online businesses will have a three or four of these sources. A mix of revenue sources is often referred to as a revenue model but may be mistakenly called a business model.

Some of these sources of revenue

are: Advertising

Affiliation

Agent commissions

Licensing

Sales commissions

Sales profits

Sponsorship

Subscription

Syndication

Use Fees

For large public-private or government projects revenue sources might also include:

Bonds, usually for large capital expenditures

Taxes, primarily income, property and sales taxes

Use fees and tolls

With small fast-growing companies such as e-Business startups, investors often track expected revenues and revenue growth and may make changes to increase revenue. However, after the Dot-Com boom ended, more traditional measures such as cash flow and earnings have come back into favor as means of evaluation.

### **Activities, Resources and Capabilities:**

The activities, resources and capabilities of a business are sometimes known as its requirements. In order to perform the activities required to carry out the mission of the business, certain resources are needed; for example, employees with certain skills, or capabilities, are needed to perform activities correctly and efficiently.

Also, inventions, processes and other intellectual property may add to the individual knowledge of an employee to develop a competence in the performance of the required activities.

#### **a. Activities**

Activities are specific business processes or groups of processes such as design, production and sales that implement the business concept. The operational business model identifies the costs and outputs of each activity.

Activities drive the need for resources.

#### **b. Resources**

In order to perform activities an organization requires human, tangible, intangible and supporting resources.

Human resources, in particular the skills and knowledge of employees are important, as are the programs (e.g. incentives, training) and institutions that support them.

Tangible, or physical and financial, resources include facilities, equipment, and cash reserves. Intangible resources include intellectual property, business processes that can be patented, brands, customer profiles and personalization data in databases, and customized software. Supporting resources include organizational structure, information systems or communications processes that may have little value as stand-alone resources.

### **c. Capacity**

The total resources of the organization represent its capacity. When resources are underutilized, the company has resources that aren't used, or idle capacity. Idle capacity in manufacturing tends to be measured in terms of additional output that could be produced. In service organizations the measure for idle capacity is usually a number of employees. Resource capacity can also be measured in job-hours, machine-hours, sales per employee, or square feet.

Often these are compared with industry standards to assess the efficiency of the organization. Capacity also represents a constraint to growth. Demand for product or services may exceed capacity and managers may take a variety of steps to temporarily resolve the problem: overtime for existing employees, additional shifts

to increase the utilization of equipment, contracting to outside entities, even competitors. For example, a software company may outsource code writing, which is standard fare - almost a routine activity, in order to increase its design capacity.

### **E-Business Models:**

An e-business model is simply the approach a company takes to become a profitable business on the Internet. There are many buzzwords that define aspects of electronic business, and there are subgroups as well, such as content providers, auction sites and pure-play Internet retailers in the business-to-consumer space.

E-Commerce or Electronics Commerce business models can generally be categorized into the following types.

Business - to - Business (B2B)

Business - to - Consumer (B2C)

Consumer - to - Consumer (C2C)

Consumer - to - Business (C2B)

Business - to - Government (B2G)

Government - to - Business (G2B)

Government - to - Citizen (G2C)

➤ **Business - to -Business (B2B):**

A type of commerce transaction that exists between businesses, such as those involving a manufacturer and wholesaler, or a wholesaler and a retailer is known as Business-to-Business (B2B). It refers to business that is conducted between companies, rather than between a company and individual consumers. This is in contrast to business to consumer (B2C) and business to government (B2G).

Website following B2B business model sells its product to an intermediate buyer who then sells the product to the final customer. For example, a wholesaler places an order from a company's website and after receiving the consignment, sells the end product to final customer who comes to buy the product at wholesaler's retail outlet.

B2B implies that seller as well as buyer is business entity. B2B covers large number of applications which enables business to form relationships with their distributors, resellers, suppliers etc.

IBM, Hewlett Packard (HP), CISCO, Dell are the examples of B2B.

Chemconnect.com and chemdex.com are the examples of B2B that brings two firms together on the virtual market.

Following are the leading items in B2B e-Commerce.

Electronics

Shipping and Warehousing

Motor Vehicles

Petrochemicals

Paper

Office products

Food

Agriculture

B2B applications can be witnessed in the following areas:

Supplier management

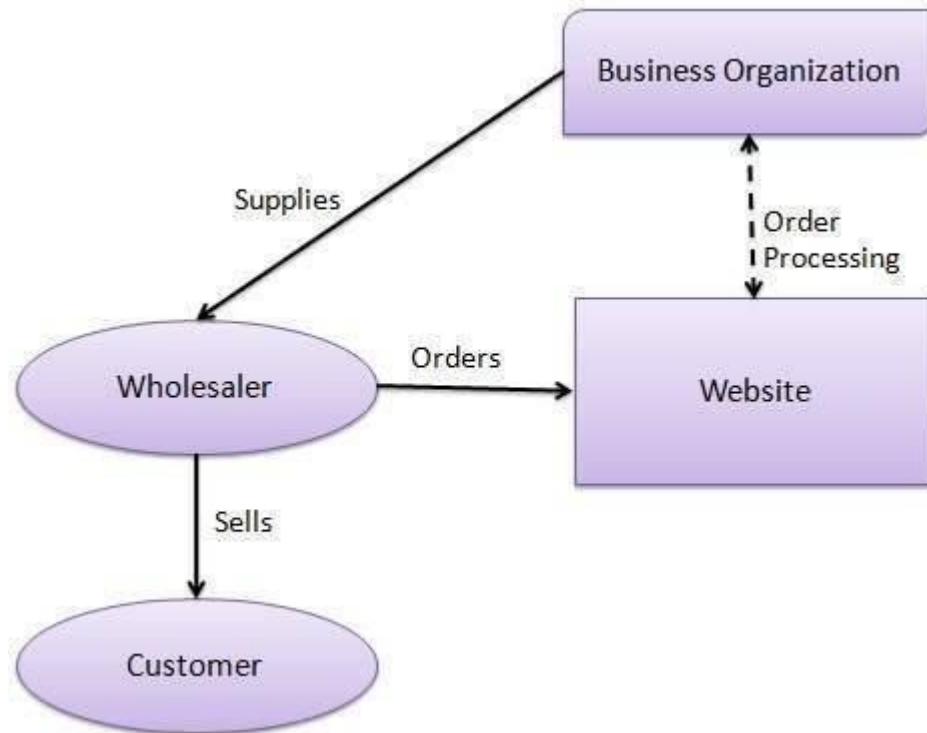
Inventory management

Distribution management

Channel management

Payment management

## Diagrammatic Representation of B2B Model:



### Models in B2B:

The B2B model can be supplier centric, buyer centric or intermediary centric models

#### Supplier Centric Model

In this model, a supplier sets up the electronic commerce market place. Various customers interact with the supplier at its electronic market place. The supplier is

generally a dominant supplier. He may provide customized solutions and pricing to fit the needs of buyers. Intel and

Cisco have been adopting the supplier centric Model. **Buyer centric Model**

In this model, big business organisations with high volume purchase capacity create an electronic commerce market place. The online electronic commerce marketplace is used by the buyer for placing requests for quotations and carrying out the entire purchase process. The US government and the General

Electric Trading Process Network are examples of buyer-centric model.

Intermediary – centric model

In this model, a third party sets up the electronic commerce market place. The third party attracts both buyer and seller to interact with each other at its market place.

The buyer places their request interacts with each other and reaches a final decision in purchase or sale of goods.

### **Business - to - Consumer (B2C):**

As the name suggests, it is the model involving business and consumers over the internet. B2C means selling directly to the end consumer or selling to an individual rather than a company. Website following B2C business model sells its product directly to a customer. A customer can view products shown on the website of business organization. The customer can choose a product and order the same.

Website will send a notification to the business organization via email and



organization will dispatch the product/goods to the customer. B2C is also known as internet retailing or E-trailing.

The B2C model includes electronic shopping, information searching (e.g. railway timetables) but also interactive games delivered over the Internet.

Popular items sold using B2C model are airline tickets, books, computers, videotapes, music CDs, toys, music, health and beauty products, jewellery etc.

Following are the key features of a B2C Model:

Heavy advertising required to attract large number of customers.

High investment in terms of hardware/software.

Support or good customer care service

Consumer Shopping Procedure

Following are the steps used in B2C e-commerce

A consumer

Determines the requirement.

Searches available items on the website meeting the requirement.

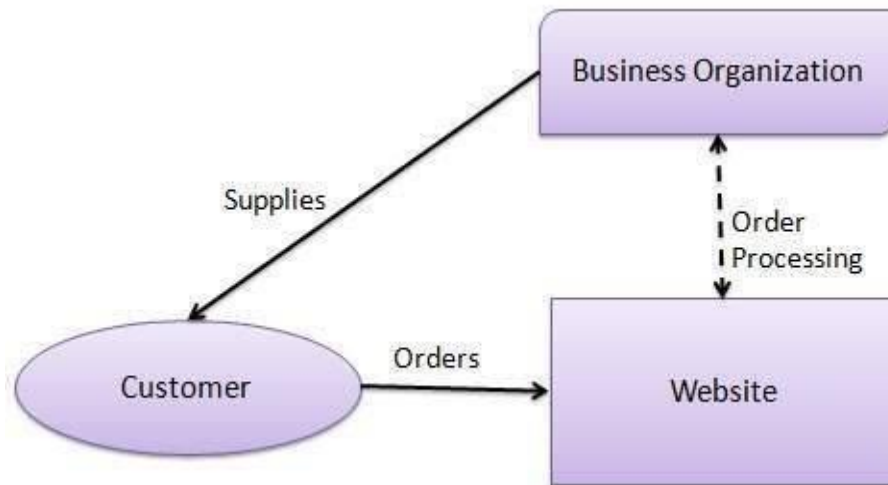
Compares similar items for price, delivery date or any other terms.

Gives the order.

Pays the bill.

Receives the delivered item and review/inspect them.

Consults the vendor to get after service support or returns the product if not satisfied with the delivered product. Diagrammatic representation of B2C Model:

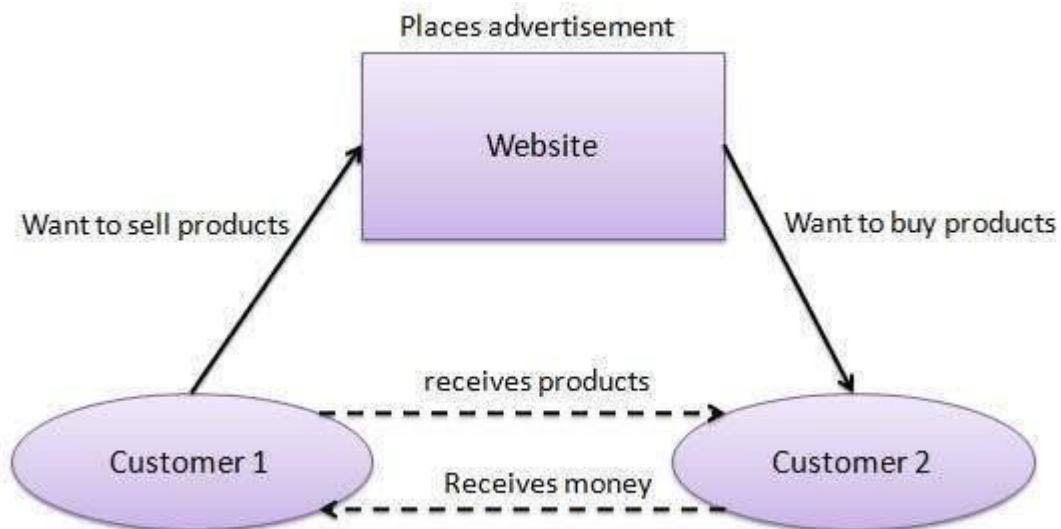


### **Consumer - to - Consumer (C2C):**

Customer to Customer (C2C), sometimes known as Consumer to Consumer, E-Commerce involves electronically-facilitated transactions between individuals, often through a third party. One common example is online auctions, such as E-bay, where an individual can list an item for sale and other individuals can bid to purchase it. Auction sites normally charge commission to the sellers using them. They act purely as intermediaries who match buyers with sellers and they have little control over the quality of the products being offered, although they do try to prevent the sale of illegal goods, such as pirate CDs or DVDs.

Website following C2C business model helps consumer to sell their assets like residential property, cars, motorcycles etc. or rent a room by publishing their

information on the website. Website may or may not charge the consumer for its services. Another consumer may opt to buy the product of the first customer by viewing the post/advertisement on the website. Another popular area for customer to customer transactions is online classified advertising sites, such as Craigslist and Gumtree. Major online retailers like Amazon also allow individuals to sell products via their sites.



C2C is expected to increase in the future because it minimises the costs of using third parties. However, it does suffer from some problems, such as lack of quality control or payment guarantees and there can sometimes be difficulties in making credit-card payments.\

The same customer can act as both buyer as well as seller

The online market place will allow buyer to browse products by using different criteria such as; best seller, most popular product, from your city and many more

Different sellers can bid on the products with list item listed by the buyer, what they are looking for so that the buyer can get different best prices and offers from sellers

The social media linking functionalities include, community or forum discussion and blog and other social media website link interface.

The back end interface includes features for administration to manage buyer and seller accounts, payment settings, gallery setting, etc.

**Consumer - to -Business (C2B):** Customer to Business (C2B), sometimes known as Consumer to Business, is the most recent E-Commerce business model

. In this model, individual customers offer to sell products and services to companies who are prepared to purchase them. This business model is the opposite of the traditional B2C model.

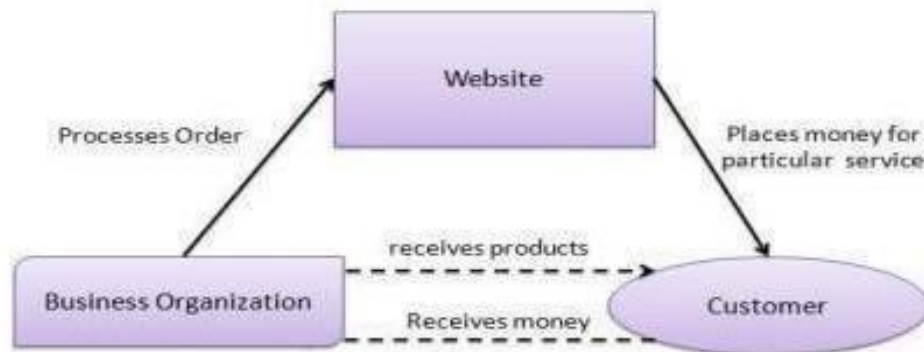
C2B (Customer to Business) is a model where initiative comes from the customers (consumers) and enterprises are the target group. The customers actively contact the enterprises via the Internet and raise questions, suggestions and ideas that can be used, for example for product or service innovation. The enterprises can facilitate the C2B model by setting, for example discussions forums on their websites or their pages on social networks. In these cases, the Word Of Mouth Marketing applies.

In this model, a consumer approaches website showing multiple business organizations for a particular service. Consumer places an estimate of amount he/she wants to spend for a particular service. For example, comparison of interest rates of personal loan/ car loan provided by various banks via website. Business organization that fulfils the consumer's requirement within specified budget approaches the customer and provides its services.

Eance was one of the first web sites to offer this type of transactions. It allows sellers to advertise their skills and prospective buyers to advertise projects. Similar sites such as People per hour and Guru work on the same basis.

General features of C2B:

- **Direct action.**
- **Collaborative consumption.**
- **Detailed segmentation.**
- **Interaction.**
- **Reciprocity.**
- **Bi-directionality.**



The advent of the C2B scheme is due to major changes:

Connecting a large group of people to a bidirectional network has made this sort of commercial relationship possible. The large traditional media outlets are one direction relationship whereas the internet is bidirectional one.

Decreased cost of technology : Individuals now have access to technologies that were once only available to large companies ( digital printing and acquisition technology, high performance computer, powerful software)

There are only a few kinds of companies whose trading models could be considered as C2B.

Online Advertising sites like Google AdSense, affiliation platforms like Commission

Junction and affiliation programs like Amazon are the best examples of C2B schemes. Individuals can display advertising banners, contextual text ads or any other promotional items on their personal websites. Individuals are directly commissioned to provide an advertising/selling service to companies.

The new C2B business model is a revolution because it introduces a new collaborative trading scheme paving the way for new applications and new socio-economical behaviours.

### **Other E-Business Models:**

#### **Business-to-Government (B-to-G):**

Business-to-government (B2G) e-commerce is concerned with the need for business to sell goods or services to governments or government agencies. Such activities include supplying the army, police force, hospitals and schools with products and services. Furthermore, businesses will often compete in an online environment for contracts to provide services to the public on behalf of the government. Such services may include the collection of taxes, and the supply of

public services. The exchange of information, services and products between business organizations and government agencies on-line. This may include,

E-procurement services, in which businesses learn about the purchasing needs of agencies and provide services.



A virtual workplace in which a business and a government agency could coordinate the work on a contracted project by collaborating on-line to coordinate on-line meetings, review plans and manage progress.

Rental of on-line applications and databases designed especially for use by government agencies.

**Business-to-Peer Networks (B-to-P):**

This would be the provision of hardware, software or other services to the peer networks. An example here would be Napster who provided the software and facilities to enable peer networking.

**Consumer-to-Government (C-to-G):**

Examples where consumers provide services to government have yet to be implemented.

See Government-to-Business.

**Consumer-to-Peer Networks (C-to-P):**

This is exactly part of what peer-to-peer networking is and so is a slightly redundant distinction since consumers offer their computing facilities once they are on the peer network.

**Government-to-Business (G-to-B):**

Also known as e-government, the exchange of information, services and products between government agencies and business organizations.

Government sites now enable the exchange between government and business of:

Information, guidance and advice for business on international trading, sources of funding and support (ukishelp), facilities (e.g. [www.dti.org.uk](http://www.dti.org.uk)).

A database of laws, regulations and government policy for industry sectors.

On-line application and submission of official forms (such as value added tax).

On-line payment facilities.

This improves accuracy, increases speed and reduces costs, so businesses are given financial incentives to use electronic-form submission and payment facilities.

#### **Government-to-Consumer (G-to-C):**

It is also known as e-government. Government sites offering information, forms and facilities to conduct transactions for individuals, including paying bills and submitting official forms on-line such as tax returns.

#### **Government-to-Government (G-to-G):**

It is also known as e-government. Government-to-government transactions within countries linking local governments together and also international governments, especially within the European Union, which is in the early stages of developing coordinated strategies to link up different national systems.

#### **Peer-to-Peer Network (P-to-P):**

This is the communications model in which each party has the same capabilities and either party can initiate a communication session. In recent usage, peer-to-peer has come to describe applications in which users can use the Internet to exchange files with each other directly or through a mediating server.

**Peer Network-to-Consumer (P-to-C):**

This is in effect peer-to-peer networking, offering services to consumers who are an integral part of the peer network.

**Peer Network-to-Business (P-to-B):**

Peer-to-peer networking provides resources to business. For example, using peer network resources such as the spare processing capacity of individual machines on the network to solve mathematical problems or intensive and repetitive DNA analyses which requires very high capacity processing power.

## **E-Marketing:**

### **Introduction**

The development of E-Marketing has been one of the most important and influential trends in the field of business, marketing and information technology. It has revolutionized the manner in which certain businesses market their products and the manner in which businesses and consumers interact in the future. It can include information management, public relations, customer service and sales. It is also known as Internet marketing. It is a component of electronic commerce.



### **E-Marketing Definition:**

E-Marketing is the process of considering marketing activities and achieving marketing objectives through electronic medium. It may be defined as an economic process that involves the use of computer, internet and other electronic systems and network, whereby the goods or services are exchanged and their values in terms of price are determined

### **The e-Marketing Mix**

The marketing mix can be synthesized in the expression of “the 4 P’s”, standing for Product,

Price, Place and Promotion.

**Product** – the first element of the marketing mix – includes investigation and research on the

potential customers’ needs in order to be able to develop products to satisfy

these needs. A classic definition of the “product” notion is that of Philip Kotler:

a product is anything that can be offered on the marketplace, with the purpose of

capturing interest, buying, usage or consumption, as long as it can satisfy a need

or fulfil a wish. A product can be a physical object, service, person, place,

organization or idea. The e-marketing works in many cases with non-physical

products, and is situated more on the intangible, virtual side. As in classic

marketing, the e-marketing product is developed and analyzed after the 3-level model introduced by Kotler.

### **Price -**

Price is an extremely important element of the marketing mix, because it is the only one able to generate a turnover for the organization. When looking more deeply into the interactions between the 4 P's of the marketing mix, one observes that Price is a supportive element for the remaining

3 P's, because it costs to produce and design a Product, it costs to distribute it (Place) and definitely it costs to Promote it.

### **Place -**

Traditionally, the place element refers to how an organization will chose to distribute the product / service they are offering to the end user to achieve the overall marketing objectives efficiently. A closer look into the marketing mix reveals that the biggest impact of the internet is upon the place element, for the simple reason that the internet has a global reach. Identified major implications of the internet upon the place aspect of the mix are.

### **Promotion -**

The promotion as part of the marketing mix refers to how marketing communications are used to inform the audience about an organization and its products. The internet offers plenty new marketing communications channels to inform customers and assist during the purchase cycle. Internet technologies can be deployed to find new ways to improve and sustain advertising activities, sales promotions, public relations, or to proceed to direct marketing campaigns using e-mail or websites.

### **E-Banking :**

Imagine the days when long queues and waiting were the normal phenomena in a bank during a particular time of the day and on particular days of a week to deposit or withdraw money or to get a demand draft made. But, the scenario in banks now-a-days is very different. One can withdraw and deposit money at his/her own convenience. Having an account in one place in India, one can transact in any part of the country. Some of the new trends in banking sector are as follows:



**(a) Telebanking:** A customer is given a password number (known as T-PIN i.e., Telephonic personal identification number) through which he can have access to his/her account over telephone and give instruction regarding withdrawal, issue of demand draft etc. The customer can also access his account and give instructions by using the mobile phone. Similarly, the bank can also keep on informing the customer regarding the various schemes, opportunities, last dates, etc.

**(b) Internet Banking:** This is another way a customer can have access to his account and give instructions. It makes the task of the customer easy as he can access his account anywhere, any time and any number of times. The customer simply uses a password number and gets the details of transactions sitting at home.

**(c) ATM:** ATM, the acronym for Automated Teller Machine, is increasingly becoming popular in banking industry. ATM is a computerized machine used for most of the routine jobs of a bank. It is operated by a magnetic plastic card popularly known as ATM card. By inserting the ATM card in the machine and entering the PIN (Personal Identification Number) the customer can use it for withdrawals and deposits of money.

**(d) Debit Card:** A debit card is an electronic card that can be used conveniently while making payments. This card is issued to the customers of the bank having current or savings deposit account. The holder of this card can use this card at



several outlets for purchase of goods and services. This card allows the holder to spend up to the balance available in his/her bank account. It can also be used at ATMs just like ATM cards.

**(e) Credit Card:** Some banks issue credit cards to individuals who may or may not have an account with them. The cards are issued to individuals after verifying their credit worthiness. The individual can use those cards at various outlets to make payments. The issuing bank fixes a credit limit up to which the cardholder can purchase goods and services.

### **E-Ticketing**



Purchasing tickets has become so easy now that you can make railway reservations sitting at home or even while you are on the move. If you have access to Internet you can have all the details of railway information and accordingly you can book a ticket. You have to make payment through credit

cards/debit cards for on-line booking of tickets. You can also buy air tickets through similar methods. Recently, with private sector entry in aviation sector, the competition has increased and bidding of air tickets through Internet has started. The highest bidder avails the opportunity of travelling at a rate much lower than the original price. The e-Ticketing service is also available through mobile phones.

### **E-Advertising**



Internet advertising has revolutionized marketing strategies. Unlike the print and television media where all advertisements are stacked together, the viewer has the choice either to view it or ignore them. On the other hand, in the net-world the surfer will only click on the advertisement of his/her choice. He may select advertisements of his own interest. **E-Trading**

The logo for E-TRADE features the word "E-TRADE" in a bold, black, sans-serif font. The letter "E" is stylized with a purple arrow pointing to the right, and the letter "T" is stylized with a green arrow pointing to the right. A registered trademark symbol (®) is located at the end of the word.The logo for Investopedia Reviewed features a small circular icon with a stylized "i" inside, followed by the text "Investopedia Reviewed" in a grey, sans-serif font.

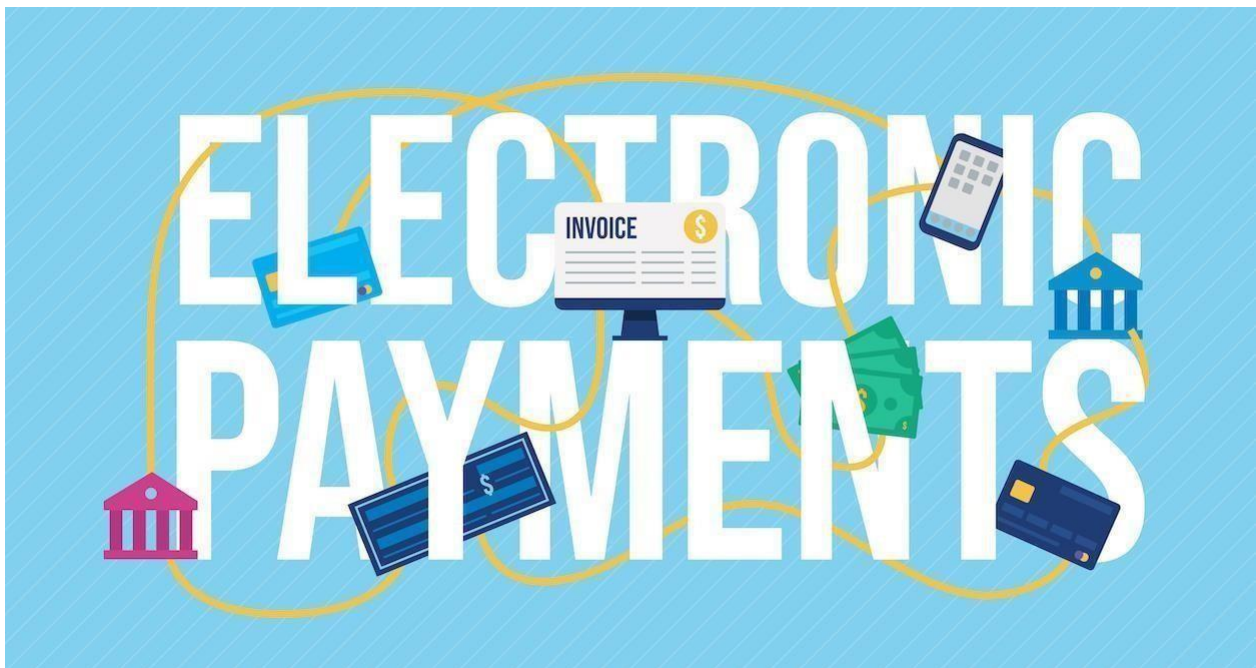
On line trading has started with the establishment of OTCEI. Now the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) have also completely switched over to online trading to which most stock-brokers have access through internet. It is also taking off among small investors and traders in stock and shares. Internet makes available to them up-to-the-minute information which, until recently, had only been available to financial institutions.

The use of online brokerage services automates the process of buying and selling. This allows reduction in brokerage charges, makes trading transparent as they can access the information on market prices on-line, and the investor is able to deal at a price viewed immediately. **E-Post**



E-mail is the fastest means of communication. To send and receive any information through email, we need to have a computer with Internet connectivity and the e-mail account of the sender and receiver. However, this technology has not yet reached the rural and other remote areas of our country. To bridge this gap and extend the benefit of the e-mail facility to the people of rural India, the Department of Post has introduced e-Post facility. It enables people to send and receive e-mail at the post offices. E-Post is a service under which printed or even handwritten messages are transmitted as email on internet. At the destination post offices, these messages are printed, enveloped and delivered through the postman like other letters. The post offices where this facility is not available can receive the e-Post message from the customers and forward the same to the nearest e-Post centre for dispatch. E-Post messages received for areas beyond the delivery jurisdiction are printed and sent to concerned post office for delivery. Besides availing e-Post services through post

office it can also be accessed from a customer's house or office or from any other places if he has Internet access. The customer can make payment through a prepaid card that is available in the head post office and other outlets. The customer has to register as a user and access the service at the e-Post portal <http://indiapost.nic.in>.



## **E- Payment Systems**

The ease of purchasing and selling products over the Internet has helped the growth of electronic commerce and electronic payments services are a convenient and efficient way to do financial transactions. Generally we think of electronic payments as referring to online transactions on the internet, there are actually many forms of electronic payments. As technology developing, the range of devices and processes to transact electronically continues to increase while the percentage of cash and cheque transactions continues to decrease.

The Internet has the potential to become the most active trade intermediary within a decade. Also, Internet shopping may revolutionize retailing by allowing consumers to sit in their homes and buy an enormous variety of products and services from all over the world. Many businesses and consumers are still wary of conducting extensive business electronically.

However, almost everyone will use the form of E Commerce in near future.

### **Electronic Payments Networks**

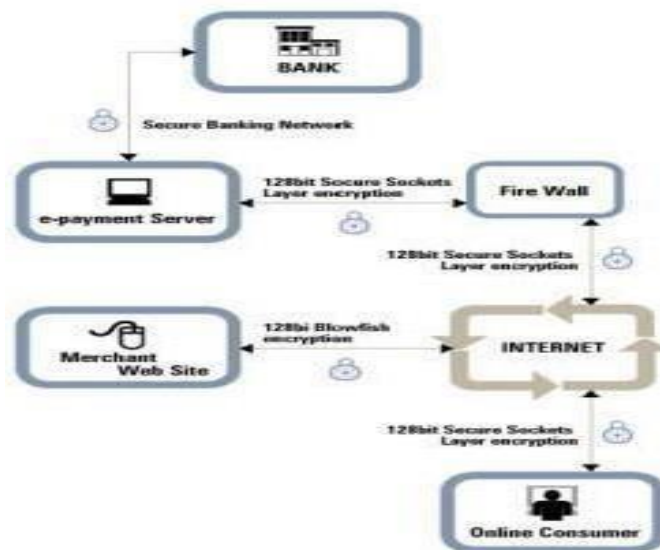
Various countries have electronic payments networks that consumer can use to make payments electronically. ACH (Automated Clearing House) in the US, domestic EFTPOS networks in Australia and Singapore, and other networks enable electronic payments between businesses and between individuals. The consumer can go online, to a financial service kiosk or use other front-end devices to access their account and make payments to businesses or other individuals.

### **Person-to-Person (P2P) Payments**

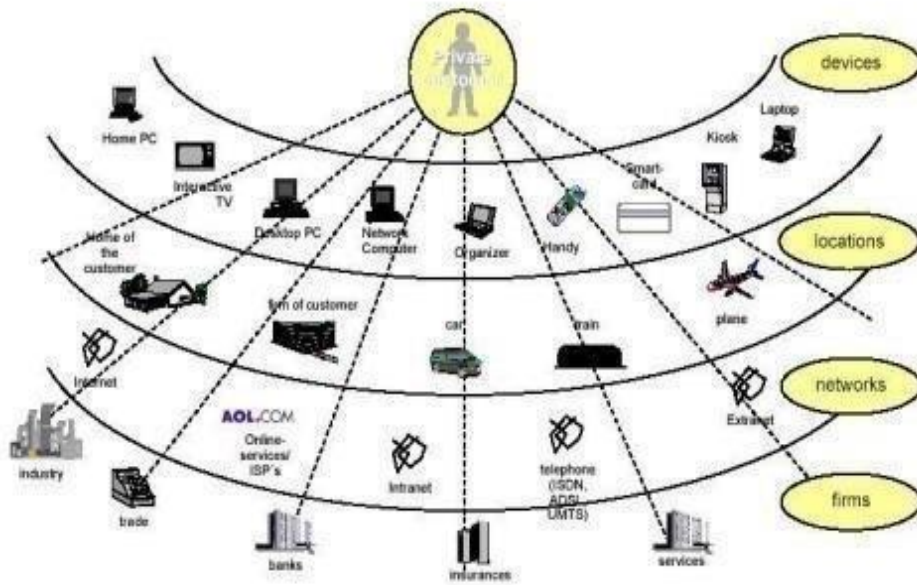
P2P payments enable one individual to pay another using an account, a prepaid card or another mechanism that stores value. PayPal in the US, which was recently purchased by E-bay, is one of the most frequently used P2P mechanisms. P2P payments can be made through a variety of means, including services like PayPal,

transfer using card readers, or other. In the future other devices, such as mobile phones or PDAs, could also be used to enable P2P electronic payments.

### Types of E-payment and Initiatives



## Types of E-payment and Initiatives





**CHAPTER 3**  
**REVIEW OF LITERATURE**

### **3. REVIEW OF LITERATURE.**

E-commerce is one of the fastest growing segments in the Indian Economy. Though marked by high growth rate, the Indian e-commerce industry has been behind its counterparts in many developed and emerging economies, primarily due to a relatively low internet user base. In a study conducted by global management consultancy firm AT Kearney in 2015, there were only 39 million online buyers in India; a tiny fraction of the 1.2 billion who live in the country. However, increased technological proliferation combined with internet and mobile penetration, presents a favorable eco-system for the development of e-commerce in India. The country is currently at the cusp of a digital revolution. Launch of 4G services and decline in the tariffs of data plans and prices of data cards/USB dongles have reduced the cost of ownership of an effective internet connection. Availability of low cost smart phones and the extension of internet and broadband to the remotest corners will boost the augmentation of the internet user base, effectively bridging the gap between potential online buyers and actual buyers. The demographic dividend of the country also seems to encourage and favor the growth of ecommerce. The survival of the e-commerce firms in a highly dynamic environment becomes a challenging task when coupled with the cutthroat competition prevailing in the sector. The onus then lies on the firms to constantly adapt and innovate while providing an information rich and seamless experience to ensure customer loyalty. This study attempts to explore the evolution of ecommerce in India and identifies various challenges to as well the factors responsible for the future growth and development of e-commerce.

Keyword search on “E-Commerce adoption in India” “e-business in India”. “e-commerce and

India” and “e-business and India” in various database like EBSCO, PRO Questes , Emerald management extra found the following e-commerce/ e-business research article done in Indian context.

**Malhotra and Singh (2007):**

Studied the determinants of internet banking adoption by bank in India. Pannel data of in India covering the financial year 1997-1998 to 2004-2005 was collected through CMIE (CENTER OF MONITORING INDIAN ECONOMY) databases. Logistics regression analysis was used the dependent variables in categorical with the value of 1 if a bank adopted internet banking during the study period and 0 otherwise. Independent variables included in the study are firm size, firm age, bank deposit ratio , average wages, ROA (Ratio of Average net profit to average asset), market share, average number of branches , percentage of bank adopted internet banking. The result of studied proof that bank type (private), firm size , bank deposit ratio , firm age. Internet banking and expenses are found to be significant in adoption decision. Wages and ROA are found to be insignificant. The study contribute to the emperical literature on diffusion of financial innovation particularly internet banking in Indian context. Most of the study on adoption of technology was related to developed market like US and EUROPE , this study is important to contribution involving literature as it delt the problem of technology adoption in developing countries context.

**Dasgupta and Sengupta (2012):**

e-commerce Indian insurance industry discusses the features of e-insurance in comparison with the traditional insurance services. The author put forth that e-insurance offers benefit such as reduction in search cost and hidden cost, price of comparison for customer, and benefit such as opportunity to have niche market , first mover advantage product bundling for insurance companies going online. Further discusses that status of e-business in India is still formative stages, but stand to gain particularly from the rural market since the availability of insurance agents is very less as compare to urban market. The studies conceptual in nature and offers insights based on market reports data from secondary report.

**Mishra & Kotkar (2015):**

Trace the timeline and development of B2C e-commerce in “A Study on Current Status of E-Commerce in India: A Comparative Analysis of Flipkart and Amazon” with its inception in the mid 1990s through the advent of matrimonial and job portals. However, due to limited internet accessibility, weak online payment systems and lack of awareness, the progress was very slow. The Indian B2C e-commerce industry got a major boost in mid 2000s with the expansion of online services to travel and hotel bookings which continue to be major contributors even today.

**Das & Ara (2015):**

Observe in “Growth of E-Commerce in India” that though online travel and hotel bookings still control the lion’s share of e-commerce market, their share has comparatively fallen over the years due to the recent augmentation and consequent rise of e-tailing services. There has been a tremendous surge in the volume of investment in this sector. With the e-commerce markets in the west reaching their saturation, investors see tremendous potential in the Indian market, in the light of which, many start ups have received funding from venture capitalists and private equity firms.

**CHAPTER 4**  
**DATA ANALYSIS AND**  
**INTERPRETATION**

## **4. DATA ANALYSIS AND INTERPRETATION**

### **AMAZON PAY**

Amazon Pay is an online payments processing service owned by Amazon. Launched in 2007, Amazon Pay uses the consumer base of Amazon.com and focuses on giving users the option to pay with their Amazon accounts on external merchant websites.

As of March 2021, the service is available in Austria, Belgium, Cyprus, Denmark, France, Germany, Hungary, India, Republic of Ireland, Italy, Japan, Luxembourg, Netherlands, Portugal, Spain, Sweden, Switzerland, United Kingdom, and the United States.

Amazon Pay announced a partnership with Worldpay in 2019 allowing WorldPay clients to enable Amazon Pay as a part of the same integration.

Amazon Pay incorporates a variety of products for buyers and merchants to process online payments.

### **AMAZON PAY EXPRESS**

Amazon Pay Express is a payments processing service for simple e-commerce use cases on websites. Built on Amazon Pay but without requiring a full e-commerce integration, it uses a Java button code generator to create a button that can be copied and pasted onto a website or added via WordPress plug-in. It is best suited for merchants selling a small number of products with a single item in each order, such as a digital download.

## **EVOLUTION**

Amazon Pay has undergone many changes in its evolution to improve the online payments processing for Amazon customers on external websites. Amazon Pay is the most recent product, it represents the culmination of previous trial and error products, and strategic acquisitions.

### **Amazon UPI**

#### **Amazon Pay UPI' launched for Android users in India.**

UPI is an instant real-time payment system developed by National Payments Corporation of India processing inter-bank transactions

With this, users would be able to use their Amazon Pay UPI ID to shop on Amazon.in. To facilitate secure payments and financial transactions on its platform, Amazon on Thursday launched "Amazon Pay Unified Payments Interface (UPI)" for Android users in partnership with Axis Bank to issue UPI IDs to its customers in India.

UPI is an instant real-time payment system developed by National Payments Corporation of India processing inter-bank transactions.



"The launch of Amazon Pay UPI is a key milestone to help accelerate adoption of merchant payments on UPI platforms," said Vikas Bansal, Director, Amazon Pay, India.

Every customer transaction on Amazon is secured through mobile device verification as well as with UPI pin.

Customers could link their bank accounts and complete one time set-up process by setting up a UPI pin to make instant payments.

This launch is a key step to enable Amazon customers in adopting BHIM UPI as a digital payment method, thereby helping the Indian government's initiative of "Cashless India", the company added.

Launched in 2007, Amazon Pay - the online payments processing service owned by Amazon uses the consumer base of Amazon.com and focuses on giving users the option to pay with their Amazon accounts on external merchant websites.

### **Security of amazon pay:**

The top two reason why Amazon pay consumers like amazon pay are:

#### **1. Ease of Use and Speed of transactions:**

86% and 84% of Amazon Pay consumers rated it 9 or 10, on a 0-10 point scale, for 'ease of use' and 'speed of transaction,' respectively. The use of Amazon Pay means consumers don't have to take out their credit cards and type in the details

to complete a purchase. The service removes unnecessary friction in the checkout process by eliminating the need to create accounts on multiple websites.

## **2. Security and Trust.**

84% and 83% of Amazon Pay consumers rated it 9 or 10, on a 0-10 point scale, for ‘security of the transaction’ and ‘Amazon Pay brand trust,’ respectively.

Consumers prefer not to provide their credit card details on multiple sites. They treat Amazon Pay as a secure container for their payment information, which they can then use at websites that offer it as a payment option.

Amazon is one of the most trustworthy brands in the world<sup>5</sup>. That halo of trust extends out: first to the Amazon Pay brand and then to the businesses that offer Amazon Pay as a payment option. If you are a small business seeking to build trust with your consumers, Amazon Pay is a payment option you should consider, provides consumers with the comfort that they are shopping through a trusted payment service.

## **How To Transfer Amazon Pay Balance To Paytm, Google Pay.**

There's a popular misconception that the Amazon Pay balance needs to be used only for shopping on Amazon. However, this is untrue. One can use the Amazon Pay balance for other transactions - just like we use Paytm, Google Pay, and other payment platforms. Plus, you can also transfer Amazon Pay balance to other payment platforms like Google Pay and Paytm. However, there's no direct way to do it, and requires a third-party app/platform.

Here's how to do it:

Step 1: Several options exist for a third-party app. The one mentioned here is SnaPay, which is available on the Google Play

Step 2: If you already have an account, sign in. If not, you can create one using Google or Facebook accounts. Complete the entire setup procedure to finish the setup

Step 3: The app gives you an option to add a bank account, and all add any payments account or wallet like Paytm or Google Pay.

Step 4: Once done, head over to the Payment Request Option > Payment amount you wish to transfer from Amazon Pay to Paytm/Google Pay

Step 5: Next, you will need to select Amazon Pay balance as the wallet to transfer the funds

Step 6: The page redirects to the Amazon Pay balance > enter your credentials >

continue Step 7: The money transfer from Amazon Pay to Paytm/Google pay will

be completed shortly. Do note, since Snap Pay is a third-party app, it'll take 2.99 percent additional charges.

### **How To Transfer Amazon Pay Balance To Bank Account**

We transfer money from the Amazon Pay balance to Paytm or Google Pay and other payment platforms, we can also send Amazon Pay money to one's bank account. Do note, the procedure to transfer Amazon Pay balance to your bank account would be something like withdrawing. Here's how to do it :

Step 1: Open the Amazon app > Amazon Pay > Shoppers

Step 2: Sign in using your valid credentials > select Withdraw Funds

Step 3: You will have options to select the bank > choose the bank account Step 4:

Enter the amount you wish to transfer from Amazon Pay to the bank account Step 5:

Click Continue and complete the procedures.

# Transfer Amazon Pay Balance To Bank Account

amazon pay



To



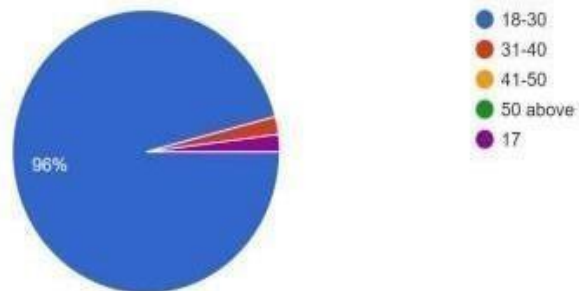
By-  
PriceKaato.Com

# QUESTIONNAIRE ON AMAZON PAY

## DATA ANALYSIS AND INTERPRETATION

### 1. AGE

Please select your age  
50 responses



INTERPRETATION: Out of 50 responses received 96% respondents are belongs to 18 to 30 2% respondents are 31 to 40 and 2% are below 18 years of the age group .

2.

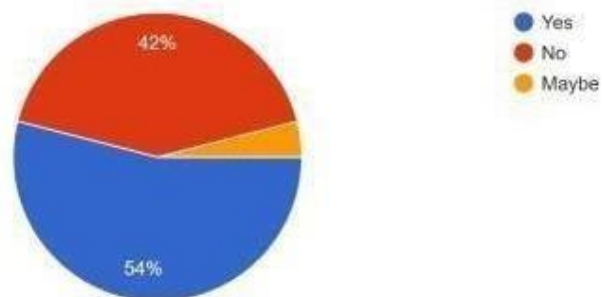
Have you heard about amazon pay?  
50 responses



**INTERPRETATION:** Out of 50 responses 94% are knows about amazon pay and 6% are not aware about amazon pay.

3.

Do you use Amazon pay for financial transactions?  
50 responses

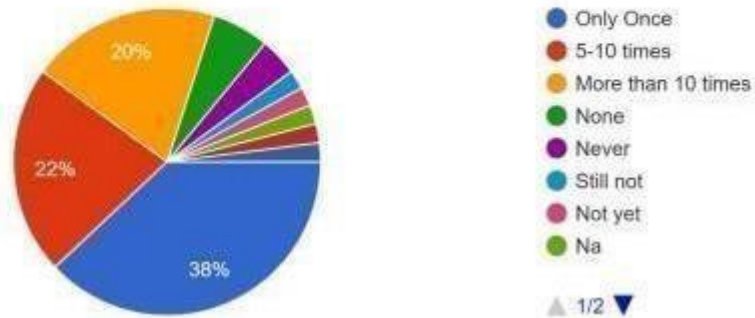


**INTERPRETATION:** In the above pie chart it show 54% people are use for financial transaction, 42% people are not use to financial transaction and rest of the people are not sure.

4.

How many times have you used amazon pay?

50 responses

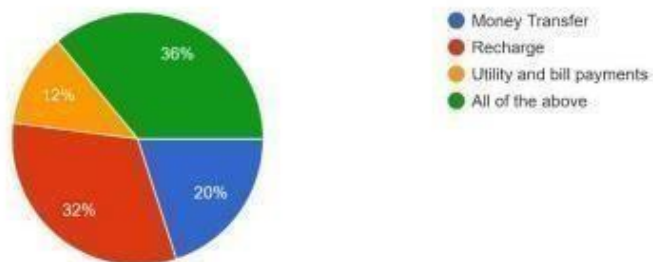


INTERPRETATION : As the given pie chart 38% people are using only once , 22% of the people are using 5 to 10 times , 20% of the people are using more than ten times and rest of the people are not using.

5.

What are your purpose of using Amazon pay?

50 responses



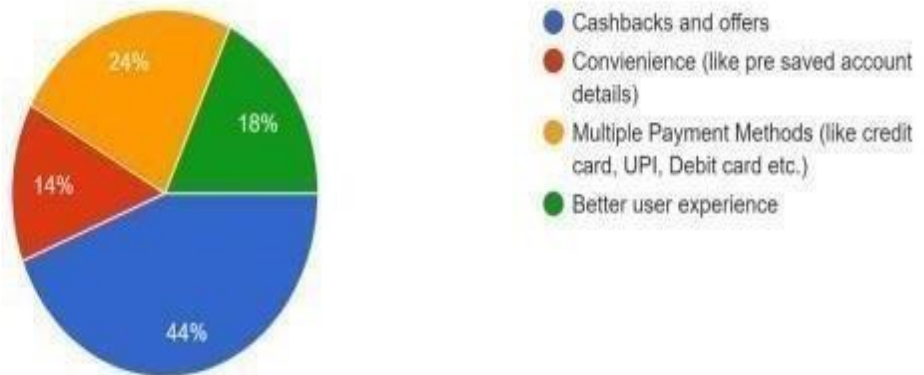
INTERPRETATION: Recharge 32%, money transfer 20%, utility and bills payments 12% all of the above 36 % as shown in the above pie chart.



6.

Why do you prefer for these payments app?

50 responses

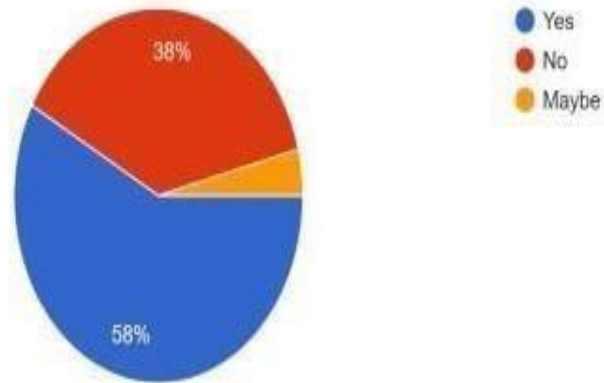


**INTERPRETATION:** As the given pie chart 44% people are prefer for cashback and offers, 24 % for multiple payments, 18 % for better user experience ,14% for convenience.

7.

Do you transfer money among friends, family, or others using with amazon pay?

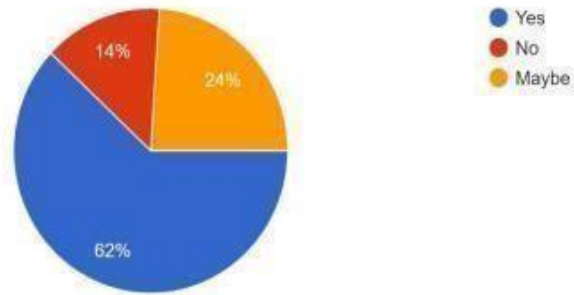
50 responses



INTERPRETATION: According to this pie chart majority of people are 58% are transfer money, 38% are not transfer money to family, friends and rest are the people are not sure.

9.

Do you believed your transaction are secured?  
50 responses

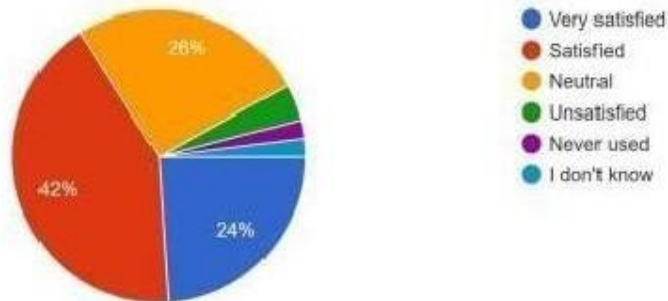


**INTERPRETATION:** 62% majority of the people are believed that transaction are secured, 24% are not believed and 24% are not sure.

10.

How do you rate the amazon pay services that you haved used?

50 responses

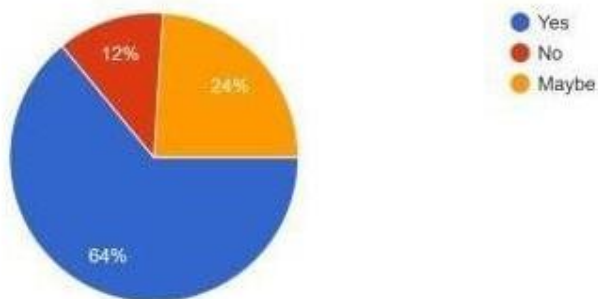


**INTERPRETATION:** As the given pie chart 42% people are satisfied, 26% are neutral, 24% are very satisfied and rest are not used.

11.

Would you like to refers your friends to use amazon pay?

50 responses



**INTERPRETATION:** As per the given pie chart 64% people are agreed refers to friends, 12 % are not agreed and 24% are not sure.

**ANNEXURE:**

**PERSONAL INFORMATION:**

**Name:**            **Age:**

General Information:

1. Have you heard about amazon pay?

a. Yes   b. No   c. Maybe

2. Do you use Amazon pay for financial transactions?

a. Yes   b. No   c. Maybe

3. How many times have you used amazon pay?

a. Only Once   b. 5-10 times   c. More than 10 times

4. What are your purpose of using Amazon pay?

a. Money Transfer   b. Recharge   c. Utility and bill payments   d. All of the above

5. Why do you prefer for these payments app?

a. Cashbacks and offers   b. Convenience (like pre saved account details)   c. Multiple Payment

Methods (like credit card, UPI, Debit card etc.)   d. Better user experience

6. Do you transfer money among friends, family, or others using with amazon pay? a. Yes   b. No   c. Maybe

7. Is amazon pay accepted everywhere?

a. Yes   b. No   c. Maybe

8. How often do you use amazon pay?

a. Daily   b. Weekly   c. Monthly

9. Do you believed your transaction are secured?

a. Yes   b. No   c. Maybe

10. How do you rate the amazon pay services that you have used?

a. Very satisfied   b. Satisfied   c. Neutral   d. Unsatisfied

11. Would you like to refers your friends to use amazon pay?

a. Yes   b. No   c. Maybe

**CHAPTER 5**  
**IMPACT OF COVID-19 ON**  
**E-COMMERCE IN INDIA**

The worldwide spread of the COVID-19 pandemic has disrupted how people buy products and services and how they perceive e-commerce. The standardized lockdown rules across India and the growing hesitation among consumers to go outside and shop for essential goods have tilted the nation towards e-commerce.

Consumers have switched from shops, supermarkets, and shopping malls to online portals for the purchase of products, ranging from basic commodities to branded goods.

Since the norm of social distancing has been initiated for almost the entirety of 2020, the scope of online purchases and online businesses is expected to surge. Many people are embracing the concept of online retail and the surge in FTUs (First Time Users) on e-commerce sites is visible.

**Analyzing the first impact on e-commerce :**

COVID-19 has been exceptionally different from what we have ever witnessed. As the world was forced into complete shutdown, it's safe to say that e-commerce was the saving grace, helping millions of people stay home and procure what they wanted at their doorstep.

“Customers want to avoid stepping out unless it's very critical. We are helping customers who are stuck in that situation, and we are able to play a small part in



helping (cater) to their needs,” – Gopal Pillai, Vice President for Seller Services at Amazon India.

According to IBEF, the market opportunities for online commerce in India are expected to touch \$200 billion by 2026 from \$30 billion in 2017. The report also states that the Indian e-commerce industry is expected to overtake its US counterpart to become the second-largest market for ecommerce in the world by 2034.

As of today, China is the largest e-commerce market in the world, with a value of around \$672 billion.

Business data platform Statista stated that the consumer retail segment is expected to see an increase in losses ranging from 3-23%, depending on the market. The report even included that the average retail e-commerce revenue per user in the nation was \$50 as of 2018, and is expected to go up till \$75 by 2024.

In the downside of things, lack of productivity during the nationwide lockdown resulted in the loss of jobs, pay cuts, and finances. Shutting down of shops and family-based businesses has made many people sway towards online retail to meet their financial requirements.

➤ **REPORT GIVEN BY THE ECONOMIC TIMES BENGALURU**

#### THE SECOND WAVE IMPACT ON ECOMMERCE:

E-commerce hasn't been able to escape the impact of the ongoing second wave of the Covid-19 pandemic, unlike last year.

There had been an almost immediate spike in online orders once the national lockdown was lifted and delivery of all goods was allowed from the middle of May last year. This time around, there is uncertainty among industry executives over recovery in the sector with pandemic impact been visible over the past several weeks.

According to data from Uni-commerce, an e-commerce solutions provider, online shopping volumes dipped 11% in April from the month ago. That's in line with what executives told ET—the effects of the current wave of Covid-19 has hit consumer demand for non-essential segments, both in urban and rural markets.

Expectations of a demand revival are driven by the belief that consumers will continue to avoid offline shops and malls. Uni-commerce data further showed fashion and accessory sales were down 22% in the same period while eyewear and accessories were down 16%. Only fast-moving consumer goods (FMCG) and agriculture ,and health and pharmaceuticals, saw growth—of 33% and 18%, respectively.

Consulting firms and analysts are reviewing the annual growth outlook for e-commerce this year as they are largely concerned with non-metro markets being hit hard this year.

In 2020, the virus outbreak was largely limited to the country's bigger cities.

"The second wave has impacted the large population of the country—and people are afraid of stepping out more than ever," said Uni-commerce CEO Kapil Makhija.

"Discretionary spend categories such as fashion and accessories will have to bear the

short-term impact." However, the appetite to shop online will continue to grow in the long run, he said.

E-commerce executives said the effects are more visible this time, though data is still flowing in for the month. "There is impact within the broader network of the organisation and consumers are also impacted—health wise and economically," said one of them. "They are largely sticking to buying essentials and what they need immediately."

ET had reported May 20 that consumer demand was still high for essentials online with people buying more of those with each order.

Another executive said demand right now is less for work-from-home and kitchen and home products.

"This is also due to various restrictions in due to various restrictions in different states and various other external factors are at play," said TA Krishnan, cofounder and CEO, E-com Express. "For example, Maharashtra seems to be recovering but in Karnataka and Kerala, people are still not able to deliver all goods due to restrictions. I still feel people will avoid going to malls (once things stabilise) and that will help online orders pick up."

Other stakeholders feel the same—traditional retailers and shop owners are increasingly looking to go online amid the second wave.

Amitava Saha, founder of e-commerce-focused delivery firm Xpressbees, said it was difficult to predict the outlook for the rest of the year but acknowledged the impact being felt in both urban and rural markets. "March was a little higher than February.

Fashion and other segments were hit in April but there is a slight recovery now," he said.

After the post-lockdown spike in online orders last year, average daily shipments through ecommerce were at 5-5.5 million. Krishnan said the number is 4-4.5 million now.

Kearney partner Arpit Mathur said the response of the rural or non-metro markets over the coming weeks will determine the rate of recovery.

"The impact has been far worse this time. The ground reality is that more people are infected this time. If rural demand stalls, that's a more structural issue," he said.

E-commerce, which according to Kearney, grew by around 30% last year, could slow to 15-20% if the rural markets continue to be depressed. Both Flipkart and Amazon India are currently prioritising delivery of essentials and groceries while hoping that all goods will be allowed soon by state governments that have halted this.

**CHAPTER 6**  
**Recent case study in E-commerce in**  
**2021**

## **Al-Bahar**



### **Al-Bahar concerns**

Al-Bahar is a Kuwait-based brand selling a wide selection of FMCG products, electronics, office equipment-related products from big brands like Unilever, GE, Al Alali and many more.

Being one of the most favoured and trusted companies in the Middle East, Al-Bahar received a huge number of visitors to their online website every day. However, the old Al-Bahar presence encountered several concerns that related to web speed, stability and infrastructure. There were major speed issues due to both insufficient hosting solution and a disappointing CMS, along with severe downtimes in terms of stability. More than that, as the old Al-Bahar website was based on Magento 1 which had come to its EOL, the store site was surely in need of significant improvements on both its frontend and backend. However, the migration on such a huge scale might pose some significant threats such as data corruption and other incompatibility issues, which left Al-Bahar with serious consideration.

## **Solution**

After consulting with SimiCart, a Google qualified PWA development agency, Al-Bahar has agreed with SimiCart solution to transform the old company website. SimiCart offered a clear action plan to rebuild the Al-Bahar front-end into a headless Magento PWA using Magento PWA Studio and migrate the existing Magento 1 backend to Magento 2. All the data from their old Magento 1 was transferred to Magento 2, while the store could benefit considerably from a headless PWA storefront, such as better speed, more flexibility, improved scalability, and a seamless shopping experience for the customers.

## **Results**

After the transformation, Al-Bahar's frontend became app-like and engaging, and page load was no longer an issue thanks to PWA's enhanced caching machines. The store received a higher purchase conversion rate on mobile, and a drastically reduced mobile cart abandonment rate as well.

## **HP Inc.**



## **HP Concerns**

HP is one of the pioneers in computers, workstations, and printers manufacturing. When HP expected to expand their market to the Asia-Pacific region with 5 new online stores, they came to a realization that the new online platform must support multiple HP stores on a global scale. In order to win the heart of potential customers, from individual shoppers to small businesses in

new regions, HP Asia needed to deliver localized experiences across multiple geographies.

However, this mission might be quite challenging when they're a huge, multinational technology company. More than that, HP team also wished for controlling omni-channel, project management and customer relationship management (CRM) in one place, which required a comprehensive online platform to support.

## **Solution**

Magento Commerce became HP Asia-Pacific's first choice to deliver the true taste of local experience that could attract potential customers from different backgrounds. Thanks to Magento Commerce, HP was able to create several new online stores across different regions and countries that are equipped with an exclusive set of content management, payments processing, and language translation functionality.

## **Results**

HP has utilized Magento Commerce to expand their online business to 5 different countries. 23% of customers decided to make a purchase online rather than going to in-person stores, and an excellent user experience is recorded both from online shoppers and HP Asia-Pacific employees.



## **Mainline Menswear**



### **Mainline concerns**

Mainline is an online clothing retailer that distributes many designer brands in fashion. As Mainline Menswear offers market presence in over 100 countries via seven custom-built websites and an app, it's of increasing importance to continually deliver an excellent web browsing experience. Their main goal was to complement their current mobile website with native app features that focused on mobile-friendly design and functionality.

### **Solution**

Mainline Menswear made a strategic decision to build and launch Progressive Web Apps to provide a smooth and seamless customer experience on the web, as well as ensure the best performance. They believed transforming the original version of the

Mainline Menswear website to a PWA would enable them to take advantage of the fast-moving web technology, and ensure the website framework (Nuxt.js, utilizing Vue.js) would be future-proof.

## **Results**

With the new PWA technology, the Mainline Menswear website enjoyed a 55% higher conversion rate, and a 243% higher revenue per session in PWA compared to the old web.

## **Conclusion**

E-commerce still represents one of the business methods that take advantage if done the right way, even if the stock market and commodities fell, but E-Commerce still able to survive and receive high transaction. E-commerce has a tremendous opportunity in the course of or business in Malaysia. In addition, it is also to introducing new techniques and styles in a transaction. Use the extensive E-Commerce in the Internet world is actually much better to bring the goodness of the individual or the state.

E-Commerce has undeniably become an important part of our society. The successful companies of the future will be those that take E-Commerce seriously, dedicating sufficient resources to its development. E-Commerce is not an IT issue but a whole business undertaking. Companies that use it as a reason for completely re-designing their business processes are likely to reap the greatest benefits. Moreover, E-Commerce is a helpful technology that gives the consumer access to business and companies all over the world.

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