

GOVERNMENT DEGREE COLLEGE, LUXETTIPET

STUDENT STUDY PROJECT-2022-23

DEPARTMENT OF COMMERCE

CERTIFICATE

Certified that the Following students team conducted student study project on the topic "Role of E-Commerce in Today's era" under the supervision of G.Kavitha , Lecturer in commerce, Government Degree College, Luxettipet.

NAME OF THE STUDENTS

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PRINCIPAL

TITLE OF THE PROJECT: The Role of E-Commerce in Today's Era

INTRODUCTION :

E-COMMERCE MEANING:

E-Commerce is associated with the buying and selling of information, products and services via computer networks. E –Commerce draws on technologies such as mobile commerce, electronic fund transfer, supply chain management ,Internet marketing,online transaction processing,electronic data interchange,inventory management systems.

E-Commerce business may employ some or all the following:

- Online shopping websites for retail sales direct to consumers
- Providing or market places, which process third-party business to consumer or consumer –to-consumer sales.
- Business –to- business buying and selling
- Gathering and using demographic data through web contacts and social media
- Business to-business electronic data interchange
- Marketing to prospective and established customers by e-mail or fax
- Engaging in pretrial for launching new products and services

Online Shopping

Online shopping is a form of [electronic commerce](#) which allows consumers to directly buy [goods](#) or [services](#) from a seller over the [Internet](#) using a [web browser](#) or a [mobile app](#). Consumers find a product of interest by visiting the [website](#) of the retailer directly or by searching among alternative vendors using a [shopping search engine](#), which displays the same product's availability and pricing at different e-retailers. As of 2020, customers can shop online using a range of different computers and devices, including [desktop computers](#), [laptops](#), [tablet computers](#) and [smartphones](#).

About Meesho

The [online reseller platform](#) Meesho perhaps requires no introduction. The platform has carved a niche for itself and has gained popularity among consumers and retailers alike by making online reselling and shopping hassle-free and affordable. Meesho provides secure and timely transactions, as well as low-cost returns and shipping. More than **2.6 million resellers throughout India trust Meesho.**

The Bangalore-based startup aspires to build an environment where anybody can establish a business with no financial investment. Along with having over 2 million resellers, the company also boasts of having more than **20,000 Meesho suppliers from more than 500 towns to its name. Meesho works on a commission of about 10-15%, and sellers may earn money with Meesho** by introducing a gross margin to every transaction.

esho, **India's largest resale platform, was founded in 2015.** Meesho app essentially connects manufacturers to resellers. **Manufacturers list their commodities** on the Meesho shopping app, which allows **merchants to choose from any of their products and sell them to customers** using **social networks** like [WhatsApp](#), [Facebook](#), and Instagram. Clothing, accessories, furniture, culinary utensils, and cosmetics producers are among the suppliers who list their products on Meesho.

FLIPKART

Flipkart Private Limited is an Indian [e-commerce](#) company, headquartered in [Bengaluru](#), and incorporated in [Singapore](#) as a [private limited company](#). The company initially focused on online book sales before expanding into other product categories such as [consumer electronics](#), [fashion](#), home essentials, groceries, and lifestyle products.

The service competes primarily with Amazon's Indian subsidiary and domestic rival Snapdeal.[5][6] As of March 2017, Flipkart held a 39.5% market share of India's e-commerce industry.^[7] Flipkart has a dominant position in the apparel segment, bolstered by its acquisition of [Myntra](#), and was described as being "neck and neck" with Amazon in the sale of electronics and [mobile phones](#).^[8] Flipkart also owns [PhonePe](#), a [mobile payments](#) service based on the [UPI](#).

STATEMENT OF THE PROBLEM:

The study is being conducted for online shopping in Luxettipet area of Mancherial city only, to find out the customer preferences in choosing online shopping apps. It is required to find out the preferences based on certain aspects (Income, selection levels of products, satisfaction level of customers).

AIMS :

- Brings convenience for customers as they do not have to leave home and only need to browse websites online, especially buying products .
- Students to know about e-commerce.
- And they also know about customers review.

OBJECTIVES :

- To study the growth of online retail business in India nowadays.
- To explore the online business of model of various online shopping apps.
- To analyse the customer feedback of online shopping over other available online retail stores in India.
- To find out the mode by which the customer became aware of online business apps.
- To reveal the satisfaction level of the consumer.

RESEARCH METHODOLOGY: SURVEY METHOD

For this project we are visited various type of customers like students, house wives, Business men, employees various villages near by Luxettipet.

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Need of the Project:

Nowadays retail stores are facing more competition in retaining business. Good store design increase the visiting of more customers in to the store and increase the store goodwill, and price also plays major factor to use the customer giving preference and selection of the store. And a industry research has shown, there is much need to know the customer expectations, customer preferences and their store choice's and we will find out solutions for designing effective store which will getting more customers and getting more profits.

Scope of the project

- Finding the strengths and weakness of online shopping
- Finding the number of future purchases
- Finding the customer satisfaction and their means of awareness of online shopping
- Finding the perception among the competitors
- Finding out the perception of the customers

Data collection Method

- Primary Data

Primary data was collected through the survey method (questionnaire observation and interview) from the respondents. Observations regarding the rise of online shopping trends. The questionnaire aimed at studying the customers preference and feedback for the online shopping. Unstructured interview was conducted for some of the respondents to find out the drawbacks of online apps.

- Secondary Data

Secondary data was collected through various websites and articles available on the Internet.

Sampling Procedure

To obtain the representative sample , a non-probability sample can be drawn.In this study the method of selecting samples is convenience sampling.

Tools

The tools used for analyzing data are rating method, pie chartsetc. Questionnaire is distributed to the individual respondents and special care has been taken to make him/her feel comfortable so that, he/she could answer all the questions . This method is followed to get unbiased answers.

Limitations of the study

- It is not possible for any market study to make it accurate due to many hurdles in the collection and computation of data. Some limitations of the study are listed below
- The sampling frame to conduct the study has been restricted to area near Luxettipet, Mancherial.
- Respondents show reluctance towards giving correct information.
- Findings of the study are based on the assumption that respondents have disclosed in the questionnaire.
- Time was a major constraint.

FINDINGS

1. 90% Of respondents feel safe in online shopping they have no fear and have started shopping online while still 10% are hesitant of shopping online they are the late majority type of customers who adopt the technology and advancement in later stage.
2. 85% of respondents prefer online shopping as they get variety of product of good quality at one place while remaining respondents feel that they prefer shopping in stores in which they get op

3. opportunity to physically observed the products and then buy
4. Even though flipkart doesn't have a big list of competitors but there are stores which have grabbed attention of buyers

namely jabong ,ebay, Myntra, Amazon,Zovi

5. Respondents are satisfied by the business models like flipkart amazon is very systematic organizations.
6. The respondents is very satisfied with the homogeneous list and options to customers.

RECOMMENDATION

1. As still in India large segment of population is untapped regarding the online shopping the available online shopping stores can widen their market by getting in to expansion of strategies
2. There is also need to remove the fear in the minds the customers regarding the product quality,durability and payments etc.in online shpooing.
3. Wide expansion of Internet facilities in rural areas can bring the more customers for the online shopping sites.

CONCLUSION

Online shopping is the new mantra of this age and the people of India are applying this in their lives to a great extent nowadays. As we progress further , the growth rate of online marketing in our country will leap to the stars. India's internet base, is already the third highest in the world after China and US, is growing by nearly 40% every year. Hence the rise of online shopping in the Indian subcontinent has been meteoric in the recent years. The number of shopping websites has increased and so has the total number of person who prefer online shopping.

At the end it can be said that Flipkart has become the fate of online business in India.The company is currently valued at around 1 billion dollars i.e, 5000 crore.More importantly Flipcart has ushered in the e-commerce era in India.This has generated massive interest in e-commerce sector, people are opening website to sell anything from shoes to apparels to jewels to baby care products etc.This has helped in creating a lot of job opportunities and thus helps the indian income growth story as well.