iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 9 **Issue:** XI **Month of publication:** November 2021

DOI: https://doi.org/10.22214/ijraset.2021.39116

www.ijraset.com

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.429
Volume 9 Issue XI Nov 2021- Available at www.ijraset.com

A Research Paper on G-mart: The E-Commerce Website

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Abstract: ***E-commerce is a boom in the modern business. E-commerce means electronic commerce. E- commerce (Electronic commerce) involves buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, predominantly the Internet. E-commerce (Electronic commerce) is a paradigm shift influencing both marketers and the customers. Rather e-commerce is more than just another way to boost the existing business practices. It is leading a complete change in traditional way of doing business. This significant change in business model is witnessing a tremendous growth around the globe and India is not an exception. A massive internet penetration has added to growth of E-commerce and more particularly start-ups have been increasingly using this option as a differentiating business model.***

Moreover, E-Commerce has significant influences on the environment. Although the model is highly used in current business scenario but the option has not been explored at its fullest.

The current research has been undertaken to describe the scenario of E-Commerce, analyze the trends of E-Commerce. The study further examines the key variables imperative for the success of E-commerce business models.

Keywords: E-Commerce, Internet, Self-service, Technology, Internet banking.

I. INTRODUCTION

In the past few years, we can notice a rapid change in technology. Technological changes in every industry have contributed a significant amount of difference, which result in customer advancement towards the services. Consumer behavior is changing rapidly; customers are empowered, connected and expect an unprecedented level of service and convenience. To bridge this gap many enterprises have been making incredible efforts to reach customer's expectation and willing to make proper engagement with the great customer's satisfaction. More than half of the world's population that is 4.5 billion people have access to the internet, the era of the internet and technology has made the evolution in the E-commerce market. Michael Aldrich was an English entrepreneur who invented online shopping in 1979. E-commerce is a process of selling and buying goods online. E-commerce is classified into few types such as; business to business, business to customer, customer to the business, and customer to customer. The growth of E-commerce made the endowment of many companies, now Amazon is the world's biggest e-commerce company followed by Just Dial, eBay, Shopify, etc. The impact of ecommerce is phenomenal, the number of consumers purchasing online has increased gradually with the increased use of the internet. Customers are too busy nowadays to go and purchase goods by going to the market. So, e-commerce has made their life more convenient. Customer’s today search on e-commerce about the products they

II. PROBLEM FORMULATION

E-commerce provides an easy way to sell products to a large customer base. However, there is a lot of competition among multiple e-commerce sites. When users land on an e-commerce site, they expect to find what they are looking for quickly and easily. Also, users are not sure about the brands or the actual products they want to purchase. They have a very broad idea about what they want to buy. Many customers nowadays search for their products on Google rather than visiting specific e-commerce sites. They believe that Google will take them to the e-commerce sites that have their product. The purpose of any e-commerce website is to help customers narrow down their broad ideas and enable them to finalize the products they want to purchase. For example, suppose a customer is interested in purchasing a mobile. His or her search for a mobile should list mobile brands, operating systems on mobiles, screen size of mobiles, and all other features as facets. As the customer selects more and more features or options from the facets provided, the search narrows down to a small list of mobiles that suit his or her choice. If the list is small enough and the customer likes one of the mobiles listed, he or she will make the purchase.

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ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.429
Volume 9 Issue XI Nov 2021- Available at www.ijraset.com

The challenge is also that each category will have a different set of facets to be displayed. For example, searching for books should display their format, as in paperback or hardcover, author name, book series, language, and other facets related to books. These facets were different for mobiles that we discussed earlier. Similarly, each category will have different facets and it needs to be designed properly so that customers can narrow down to their preferred products, irrespective of the category they are looking into. The takeaway from this is that categorization and feature listing of products should be taken care of. Misrepresentation of features can lead to incorrect search results. Another takeaway is that we need to provide multiple facets in the search results. For example, while displaying the list of all mobiles, we need to provide facets for a brand. Once a brand is selected, another set of facets for operating systems, network, and mobile phone features has to be provided. As more and more facets are selected, we still need to show facets within the remaining products.

A. Example of facet selection on Amazon.com

Another problem is that we do not know what product the customer is searching for. A site that displays a huge list of products from different categories, such as electronics, mobiles, clothes, or books, needs to be able to identify what the customer is searching for. A customer can be searching for Samsung, which can be in mobiles, tablets, electronics, or computers. The site should be able to identify whether the customer has input the author's name or the book name. Identifying the input would help in increasing the relevance of the result set by increasing the precision of the search results. Most e-commerce sites provide search suggestions that include the category to help customers target the right category during their search. Amazon, for example, provides search suggestions that include both latest searched terms and products along with category-wise suggestions:

B. Search Suggestions on Amazon.com

It is also important that products are added to the index as soon as they are available. It is even more important that they are removed from the index or marked as sold out as soon as their stock is exhausted. For this, modifications to the index should be immediately visible in the search. This is facilitated by a concept in Solr known as **Near Real Time Indexing and Search** (**NRT**). More details on using Near Real Time Search will be explained later in this chapter.

III. LITERATURE REVIEW

The journey of e-commerce in India was not in incline stage at the beginning, it has started in the year 1999 by K. Vaitheeswaran, the company name was fabmart.com, the Indian customers are very new to this segment, the payment gateway and logistics was the vital issue of concern. The Indian government has come up with innovation; they have introduced an online payment method in IRCTC. This process has made customers understand the online payment method but there were few technical challenges. Then later taking these technical challenges as an opportunity, the major players like Flipkart, Amazon, Snapdeal, and Myntra came up with trustable payment gateways like PayPal and Pay You. They are very safe and secure, slowly they have won the trust of customers. then the rest is history, now e-Commerce has become a shopping platform for every urban customer.

A. Sales in E-Commerce In India

Online retail sales will operate mainly with (B2C) Business to customer's sales. The most selling products in e-commerce websites in India are Fashion, Electronics, Beauty, kitchens, Furnishing, Food, Books, Jeweler, Handmade Products, and Medical and Health Supplements. And the top product and services selling e-commerce websites are AmazonIndia.com, Flipkart.com, and Myntra. They have a large sales market in India, mainly operate with (B2B) Business to Business Market sale and (B2C) Business to customer's market.



(Fig-1 customer scrolling to ecommerce sites)

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In India, some online banking payment modes have made shopping online easy, like Google pay, Phone pay, Paytm, BHIM, and Amazon pay. These payment gateways play a crucial role in the development of sales of websites. They have special features of booking tickets for planes, buses, trains and paying bills etc. These apps were introduced in the year 2014 to 2017, and for the rest of history these apps have been helping in increasing the sales of many ecommerce websites. Additional features like coupons, offers, and discounts on the product and services excite the customers to visit the website and buy often

Sale strategy during any occasion or festival is changed, along the lines of flash marketing. In flash marketing, at a particular period, the products or services are discounted and certain offers like buy one get one free is applied to grab the customer's attention and they have the urgency to purchase the products so that they don't miss out on the special offers. This 3hour flash sales have the very best transaction rates, the sales rate increase. The cross-selling strategy used is creating bundles to sell the products. For instance, if product A sells well then it is bundled with product B (sold less) at a lower price. The complementary products are clubbed together. For instance, if you sell toothpaste, then bundle it with a toothbrush, tongue scraper, and mouth wash, which lead to selling more products, and the customer is satisfied. Next is the shipping process, a crucial part of the business. Reducing the shipping rates, reaching the maximum areas and services along the lines of COD (cash on delivery) are the main factors for the shipping strategies.

The year-end sale is an excellent opportunity used to turn up on the inventory. Offers and deals make the inventory move at a rapid rate and lead to adding up of fresh products and motivates the loyal customers. The next major aspect of sales promotion is marketing done in the right way. The catchy- taglines or advertising means involving famous actors have helped the organization. Creating anticipation in social media and attracting young customers is the right target market.

B. Customer Engagement

Customer Engagement is the emotional and ethical connection between a customer and a brand or a company. Highly engaged customers buy more products and promote more and show or demonstrate more trust and loyalty towards the brand and company. Providing and producing a high-quality customer experience is the most important component in this Era in an organization's customer engagement system or strategy. In the next 3years, Customer Engagement in the current decade will grow up to 24% with the help of Digital Marketing and online shopping channels

1) *Importance of Customer Engagement:* According to an Indian marketing survey, Customers are communicating and buying through digital channels. Like Amazon.com, flipkart.com, Myntra, etc. These channels have increased and given growth to the importance of customer engagement strategy.

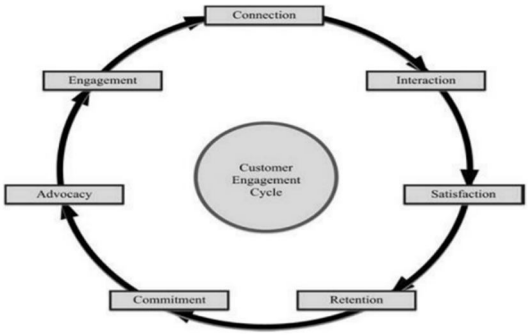
a) Discovering the factors that encourage customers to involve. Identifying the risk that, customers will not have any kind of issues.

b) Understanding customer needs and expectations.

c) Reducing Price and increasing retention and identify the sell opportunities which helps to enhance brand loyalty and company reputation.

d) Acquiring new customers through Digital marketing, word-mouth of marketing, and social media marketing

2) *Customer Engagement in E-Commerce Platform in India:* Despite the pandemic in 2020, e-commerce platforms had an exceptional increase in sales in India, with the help of customer engagement with their loyal customer's branding. The five stages of customer engagement are to Discover, Shop, Buy, Own, and Advocate, this has helped in the increase of sales and marketing in the e-commerce websites, with the new product line ups. Digital marketing is the new key to the essential part of excessive customer engagement



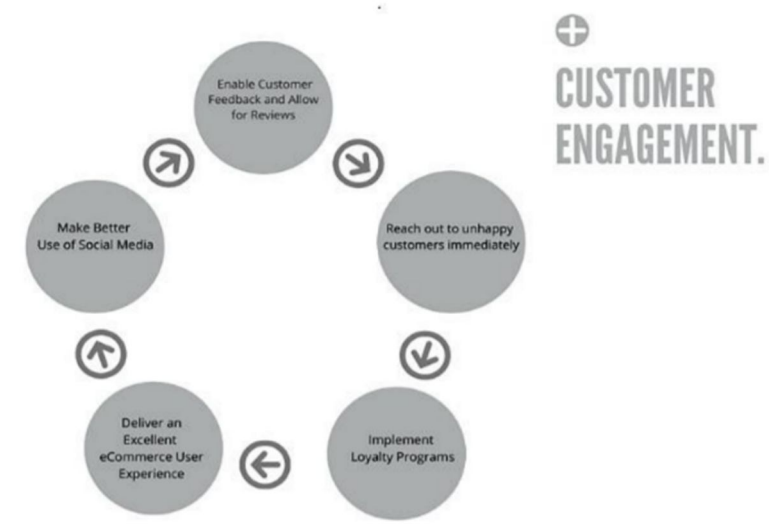
(Fig 2 - Analysis about customer engagement cycle)

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Volume 9 Issue XI Nov 2021- Available at www.ijraset.com

Myntra is the India's number one online retail fashion store by maintaining its leading position, having an ethical relationship with the customer. By Overcoming its competition with Amazon (the world's largest e-commerce site), with the features like Myntra studio, try and buy, detailed filters, various fashion sales for example end of reason sale, weekend sales, or birthday sales, festive offers, special discounts and a membership deal that is Myntra insider for the influencers and fashion stylist and provides tips and bits of advice from top celebrities with earning rewards and gifts. Myntra is making an easy way for its customer to shop online; the biggest move is being partners with Microsoft for accelerating digital transformation, focusing on innovation and high user interface technology for the further benefits and better customer interaction. Myntra became successful by its progressive development and advanced technology making high profits. Myntra exclusively have branded clothes, accessories and beauty products, gadgets, household products and Myntra mall, assuring a quality check to its customer.

Along the lines of following the online trends desired by the customers, social media marketing for the exact purpose of influencing people to buy their products. Compact elaboration about the special features is Myntra studio- this actively demonstrates that the fashion freaks exhibit their fashion advices and recommends clothes for the watchers, and Myntra provides the similar clothes displayed by the person as a post. Myntra Insider (loyalty program) - a membership deal without any monetary terms for the active users and rewards points, perks and privileges with every purchase. This program will engage with alliance partners who wish to promote, intensify its business or product, and collaborate with Myntra for various exclusive discounts and offers for the insiders or the participants, this demonstrates high customer engagement for loyal users and provides an opportunity to them, along the lines of fashion tips and advices from top celebrities of India, VIP access to all sale events. Explore on Myntra with Myntra move signifies that the users are rewarded for an active lifestyle by the fitness data of the user converted to shopping currency/ coupons, playing simple games and earning rewards further used while purchasing. These all features indicate the excessive efforts by Myntra for customer satisfaction and are completely successful.



(Fig 3 – Channels of customer engagement)

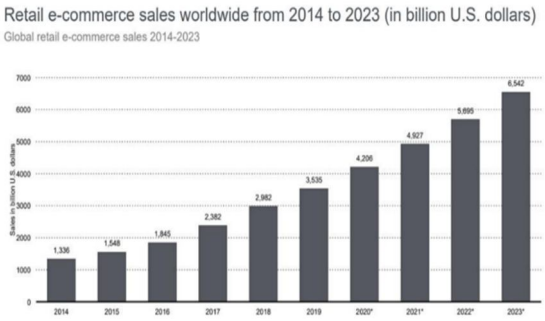
Describing the above image, illustrating the cycle of customer engagement:

Enabling the customer to give feedback and reviews- demonstrates that after every usage of the product or services by the customer should be reviewed and feedbacks are taken for understanding the customer satisfaction. Reaching out to the unhappy customers the people not satisfied should be contacted by the customer services managers of the particular company. Implementing loyalty programs- this assist in high up the loyal customer's assurance towards the company. Delivering an excellent e-commerce user experience- the technology used by the website must be easily accessible for the users and remarkable. Making better use of social media- social media displays customers' needs and even demonstrates the company's product and services, as people use more social media and it also included as a market place now.

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C. Market Expectations on Ecommerce

The concept of market expectations is based on the prediction of short-term interest rates or what will the short-term interest rates be feature-based by the current long-term interest rates; the market Ecommerce Business should reach a 55% growth rate from 4.5 trillion $ in 2020 to 7.8 trillion $ in future or 3years. By the market, expectation e-commerce will make new records in sales rates. The market of Indian e-commerce can be segregated into various types of online services like online retail, online financial services, online travel, online shopping, etc. based on categories of the product, 2019- the online travel services had the highest market share because they improved the connectivity between airways and railways among the people because of the fastest-growing number of internet users. Many e-commerce companies have been improved in various methods of online services like online retail, online financial services, online travel, online shopping, etc. based on categories of the product, 2019- the online travel services had the highest market share because they improved the connectivity between airways and railways among the people because of the fastest-growing number of internet users. Many e-commerce companies have been improved in various methods of innovation and technologies like artificial intelligence, machine learning, virtual reality, augmented reality, voice recognition, etc. to approach and attract customers also to compete with other similar companies in the market. For example, Amazon has incorporated voice assistant [Alexa] for helping their customers, making their work simpler, and improving customer satisfaction with many new, useful, and innovative ideas which helps the particular company to get success in the market. There are many e-commerce website's that provides various types of payment methods and are also inter-linked between them so the customer can choose his comfort payment methods in a safe and secured way, there are many online payment platforms like Google pay, apple pay, Paytm, amazon pay, PayPal, etc. which provides a secure, easy and efficient way of online payment methods.



(Fig 4-Source from; global retail ecommerce sales)

From the above figure, it illustrates the market of e-commerce (retail) sales globally from 2014–2023, in terms of billion US Dollars. As from 2014 the sales started from 1,336 billion dollars, 2015 for 1,548 billion dollars, 2016 for 1,845 billion dollars, 2017 for 2,382 billion dollars, 2018 with an increase of sales to 2,982 billion dollars, with more increase by 2019 the sales reached 3,535 billion dollars. The sales in 2020 reached 4,206 billion dollars and continuing with the next three years i.e., 2021, 2022, 2023, the market is expected to be increased. By the graph, it proves that the market keeps increasing, the market expectations are high in the e-commerce sector by fulfilling the necessity and social status of customers thus by satisfying with improvising every time.

D. Quality Assurance

Quality assurance is extremely important for every e-commerce website to maintain the quality check regarding the terms of product or services for the exact purpose of assuring the customers of the safety, security, and loyalty to them. This actively demonstrates that a right attempt of quality assurance leads to more identification and guarantee of the brands. For instance, Snapdeal went in losses for the reason of selling fake products at cheap rates, with intention of grabbing customers attraction towards their cheap deals, but rather it turned of failing that mission, the particular reason for this circumstance is most of the customers prefer quality than the prices. The regular check of products, assigning time towards checking the functionality or improvements of the quality, the affirmation of the superior goods and highly engaging with customers to understand their needs and to fulfil the intention of satisfaction. It is a process to develop the verification of higher performance, the usability of the particular system. Regarding the website's maintenance counts under quality assurance, glitches or bugs lead to displaying incorrect information leading to misunderstandings, low sales, and negative reviews of the website cause low customer engagement and losses. The technical aspects are must also be scrutinized, as technology is the primary feature

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E. Advantages and Disadvantages Advantages

The E-commerce sector has a large market; as in the internet users are excessive, so that benefits e-commerce having so many website viewers and customers. As the technology is used, the benefits are to check on customer's insights along the lines of the product purchased by them and the satisfaction levels, recommending other similar products by SEO functions. Technology is the greatest way to analyses big data or information simply. Rapid responses for customer queries and an easy way to understand the market by the customer needs displaying through research, plus point that making an e-commerce website does not cost much. More people depend on the internet for every simple necessity, more the sales increase. Features of websites are grouping particular products varying by their structure, pricing, or in bestsellers, which makes the customer access and find the particular product easily. Disadvantages While there are numerous advantages of e-commerce, there exist disadvantages that customer's fear in e-commerce, while the selection of goods there is lacks of personal touch which in turn decreases customer satisfaction and assurance. Also, the quality of the product shown online when received dissatisfies customers many times which makes the company untrustworthy in the market, and their reputation decreases. There is a high risk of credit card fraud which is feared by many customers as their details are shared. The Prices shown in different online platforms vary from the selling price and there is a loss for buyers so the demand decreases. High competition as every business in the modern world has an e-commerce website, in the process the less reputed companies fall while the famous brands reach heights.

IV. METHODOLOGY

A. Rationale for the Study

Ecommerce occupies important role in selling and buying the articles. Researcher and corporate should understand the important variables that influence the motives behind online buyers needs and wants. This will support in recognize variables that play a vital role in determining customers intention to purchase the product by helping them in determining adequate strategies which makes customer to prefer online shopping. For examples, if an online seller understands that apparent risks are high in certain elements that influence customer intention to buy, retailers can design strategies to reduce the risks and motive the customers to buy through online. Previous studies mainly concentration their attention towards the role of internet penetration, usage of internet and consumer involvement in ecommerce. For instance, Vellido et al. (2000) identify nine factors linked with buyer perception of online shopping. Along with these factors, risk perception of buyer was more highlighted to be the main differentiated between people buying online and people not buying online. Other perceptive variable is control process and Selvaraju & Karthikeyan (2016). Asian Journal of Research in Social Sciences and Humanities, Vol. 6, No.7, pp. 1260-1270.

1263 suitability of the shopping methods affordability of merchandise, buyers service and comfort ability of the shopping site.

Jarvenpaa and Todd (1997) introduced a model of buying behaviour towards Internet shopping in general. The model proposed four major categories of variables such as risk perception, experience, product features, quality of services provided by websites of internet retail shopping. Customer attitude towards online shopping affects their buying behaviour decision

However, these articles pay little attention in particular area where internet penetration usage is very low and customer are not yet involved in this arena. Therefore, the need and importance is identified by the research to look behind these variables and their relevant in India buyers, how much it determined and influenced the online shopping intention to buy the product using internet.

B. Objectives of Study

1) To know the variable that influence customer intention to purchase through online.
2) To know the highest influence variable through online buying behaviour
3) Understand the relationship between the demographical variables that influence online shopping.
4) Understand the customer satisfaction level towards online shopping.

C. Research Methodology

This research paper follow exploratory research design in nature and data has been collected through structured questionnaire. The respondents were identified from different educational institutions and company in and around Erode and Namakkal City. The sample size is 200 was selected by using G3 software and valid respondents were selected only 186 due to missing samples. A pilot study was carried down from 35 respondents and necessary steps to take correction have been place based on the feedback from the pilot study respondent. Convenience sampling techniques was followed to collect respondents form online Shoppers's list. Visual PLSS is a software used for evaluate structural equation modelling to hypothecate cause and effect link between the latent variables (constructs), intra construct relationship (between indicator variables).

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Based on the objective the following four research hypothesis were outlined

1) H1: Ease of use attributes lead to online buying behaviour
2) H2: Usefulness attributes contribute to online purchase intention
3) H3: Product features and attribute to online purchase intention
4) H4: Perceived Risk attributes to online purchase intention

The researcher has followed Factor Analysis, chi-square and one way ANOVA techniques to analyse the data and interpret. The trustworthiness and validity of the models have also been investigated. The preliminary results show convergent validity and discriminate validity of the model.

V. RESULT DISCUSSIONS

The outlook of e-commerce has completely changed in India, India is on road to digital development. Value -added innovation in e-Commerce is the key, change in technological trends lead to digital development. Streamlined logistics, modes of delivery made things easier for eCommerce. The payment gateway is the smooth process for customers, easy return and exchange has attracted a lot of customers to e-commerce. Customer services have been a prime most priority for e-commerce, adding services like 24/7 chat support has garbed the attention and solved the major customer related issues. The major companies using artificial intelligence to share better customer engagement. Companies like Flipkart, Myntra, amazon is building their own software's to run the system with proper flow. Mobile optimized setup helps this system a lot to run fastly. Social media has also helped eCommerce a lot. Social media sites can be used as a great marketing tool to promote e-commerce products. Personalized adds with region-centric approach has impacted a lot. Government privileges to MSME also helped many companies to come into the e-Commerce market. Small and medium-sized E-commerce companies can gain from large players by keeping customer care at the fore. That, alongside co -activity from the government, will take Ecommerce to its pinnacle in India

VI. CONCLUSION

A developing country may well attempt to be modernized if it introduces e-commerce effectively and efficiently. It will improve its output and lead to its competitive advantage. Information Technology (IT) has uplifted ecommerce worldwide. Now it's at ease to enter to a new market and marketers' can easily evaluate their product and company's performance.

A growing number of firms in various industries, such as banking, education, commerce, and tourism, etc. have improved their services by both incorporating technologies into their service delivery process. Integration of technology in services is becoming very common; however, very little academic research has been conducted to examine its influence. The issues related to E-commerce are also on the rise which is posing serious threat to its tall future and hence demands right strategies on part of marketers.

The research works on E-commerce propose good number of variables to be taken care of if marketers need to be successful in this newly business model. The factors which will significantly contribute to the success of the E-Commerce industry and focused upon should be consistency of transaction steps, consistency of Web site design, replacement guarantee, M- Commerce services, consistency of promotions, consistency of in-stock indications, consistency of product variety, location based services, multiple payment option, right content, shipment option, legal requirement of generating invoices for online transactions, quick Service, T & C should be clear & realistic, the product quality should be same as shown on the portal. The important feature in ecommerce is privacy which not only increases competitive advantage but confidence level of the customers. The researches also suggest 18-35 as the good customer age to be promising and to be targeted irrespective of gender for better results.

Social media may be a boon for brands and marketers looking to reach target buyers without wasting big bucks on traditional media, but luxury brands have recently found it challenging as unauthorized sellers are luring buyers, most of who fall in to the temptation of getting discounts of up to 50-70% have cropped up using platforms like Facebook, Instagram, Twitter and WhatsApp. Firms must closely monitor such accounts and spend money on legal checks controls.

In a marketplace model, the ecommerce firm provides just the technology platform while sellers on the site own the inventory. Most E-commerce companies have call centers to connect with customers, the pressing need is the initiative to set up call centers to deal exclusively with merchants as increasing the number of sellers in a marketplace becomes the next battlefront in the E-Commerce. The need is 24/7 call centers should be dedicated.

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The e-commerce industry participants must also understand and address the cultural issues that are unique to the target country and relate to off-site transactional process, the large-scale diffusion and success of such endeavors will be greatly impeded. E-Commerce firms must also find most effective ways to combine the online relationship with the offline relationship, with the idea that the full relationship with the customer is not complete without considering both online and offline, as well as how they interact.
The governments should offer a level field to its E-commerce firms to allow the country's significant development. The thrust on E-Commerce should be to offer a legal framework so that while domestic and international trade are allowed to expand their horizons, basic rights such as consumer protection, privacy, intellectual property, prevention of fraud, etc. are highly protected. The banks also need to select suitable security tools and policy to protect itself and its customers.
E-Commerce is a boon for any country- if given right impetus and good environmental framework to prosper can significantly lead to country's progress and development.

VII. ACKNOWLEDGMENT

Any attempt at any level Cannot be satisfactorily completed without the support and guidance of learned people. I would like to thank to our guide Prof. Juhi Shrivastava mam and Project Coordinator Prof. Shivshankar Rajput sir which has helped doing lots of research and we came to learn many new things. This Research paper was prepared by Team "THE INVINCIBLES". I would also like to underscore dynamic efforts of our team for their support and contributions.

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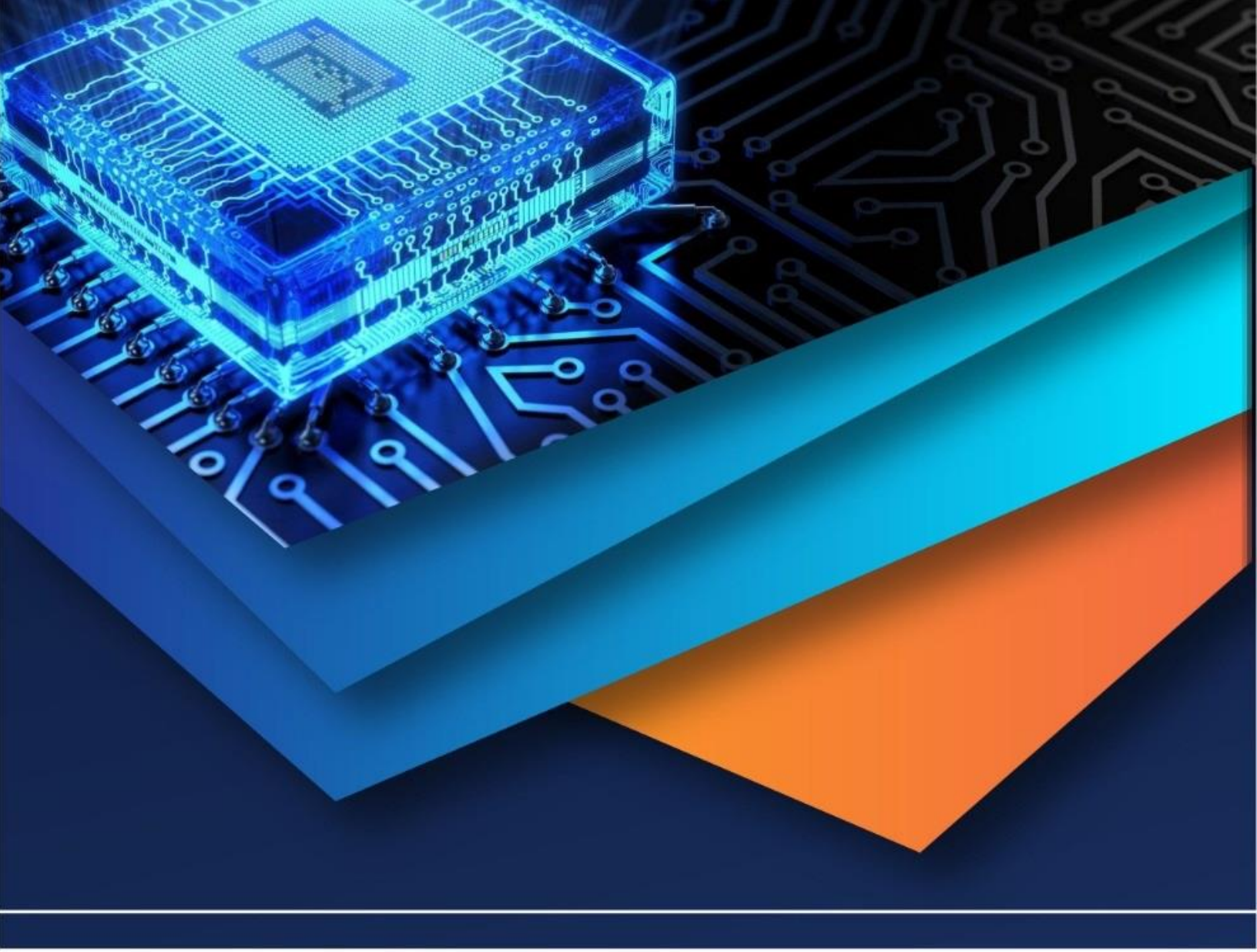
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