

Contents

| Sr.No. | Title of the Paper | Author | Page No. |
|--------|--------------------------------------------------------------------------------------|--------------------------------------------------|----------|
| 01. | Landmark Shift in INDIA's Body Politic - Post 1990. | Dr. Y.S. P. Thorat | 01 |
| 02. | Problems and Prospects of Online Share Trading Practices in India | Dr.G. N. Rana | 09 |
| 03. | E-Commerce in India with reference to Retail Sector | Prof. Vasudev Modi | 14 |
| 04. | Status of Online Marketing in India ✓ | Dr.Barhate G. H. | 18 |
| 05. | Merits and Demerits of E-Trading | Dr. R. G. Rasal | 24 |
| 06. | E-commerce: A conceptual -frame-work | Prof. (Dr.) R.P.Patel | 28 |
| ✓ 07. | Trading Stocks Online | Dr. Mrs. M.S. Patgaonkar | 33 |
| 08. | Product Marketing on Website | Prof. Ashish Jaswal | 36 |
| 09. | Electronic trading and its Implications for financial systems | Dr. R.N.Wakchaure | 39 |
| 10. | Emerging Trend of E-Commerce in India: Some Crucial Issues ,Prospects and Challenges | Dr. S.K. Pulate | 47 |
| 11. | Impact on Electronic trading | Prof. Vijaykumar Bhadake & Prof. Dr.Sandip Irole | 52 |
| 12. | Futures Prospects of E- Trading | Dr. S.R. Bakhale | 55 |
| 13. | The Impact of E-Commerce on Competition in the Retail Brokerage Industry | Prof. D.S. Wani | 56 |
| 14. | Merits & Demerits of E-Trading | Prof. Aswale S.R. | 60 |
| 15. | Modern Payment System | Dr.Smt. S. B. Bhingardiye | 63 |
| 16. | Advantages and Disadvantages of E-Trading | Dr. Mrs. A.D. Gandhi | 67 |
| 17. | Financial systems Implications for Electronic trading | Prof. Ankush Kobarne Prof. Mayur Dhasal | 70 |
| 18. | Online Trading: Advantage and Disadvantages with some facts and figures" | Prof. Singar J.R. | 77 |
| 19. | The Benefits of Online Shopping With Special Reference To Flipkart A Case Study. | Mr. A. D. Khandizod | 80 |
| 20. | E-Trading and IT's Problems | Dr. Miss. J. R. Dighe | 84 |
| 21. | E-commerce: Online Trading through Electronic Appliances | Dr. Sanjay L. Argade | 89 |
| 22. | Exploring E-Commerce | Dr. A.B. Pachani | 96 |
| 23. | Resent Trends in E-Trading | Mr. S.R. Khiste | 100 |
| 24. | Recent Trends in E-Commerce | Mr. G.S. Katkar | 103 |
| 25. | Online Trading: The Future of Stock Market | Mr. G.B. Sadaphal | 107 |

with sectoral conditions as long as it does not result in a transfer of ownership and/or control of Indian entities to foreigners. As a result, foreign investments are expected to be increase, especially in the attractive retail sector.

- **The Road Ahead**

E-commerce is growing consistently in the country. Customers have the ever wider choice of products at the reasonable rates. E-commerce is probably creating the biggest revolution in the retail industry, and this trend would continue in the years to come. Retailers should leverage the digital retail channels (e-commerce), which would enable them to spend less money on real estate while reaching out to more customers in tier-2 and tier-3 cities.

Both organized and unorganized retail companies have to work together to ensure better prospects for the overall retail industry, while generating new merits for their customers. Overall the industry is positive, supported by rising incomes of citizens, favorable demographics situation, entry of foreign players, and increasing urbanization.

(Source: Media Reports, Press Releases, Deloitte report, Department of Industrial Policy and Promotion website, Union Budget 2015–16; BCG Report on Retail Sector, Mckinsey Report on E Commerce; IDC Report on E Commerce, etc.)

Status of Online Marketing in India

Dr.Barhate G. H.

Head, Dpt. Of Commerce and Research Centre,

C. D. Jain College of Commerce, Shirampur.

Contact no.- 7588005519

e-mail: ghbarhate@rediffmail.com

Abstract:

The use of the Internet is exploding in India. People, now-a-days, spend a lot of time on the Internet because there is a wealth of information to be found. Also many consumers feel comfortable purchasing online and value the Internet's capacity for providing information about different products and services. As a result, Internet marketing has blossomed. The Internet has reduced costs associated with starting and running a small business, which allows these companies to have an Internet presence because the medium of internet is affordable. Companies have also found the Internet to be an effective communication tool for customers, potential consumers, and

other businesses, and along with that the advent of social media further enabled companies to connect and interact directly with consumers. This research paper explores various methods of online marketing, top 10 online shopping sites in India and current status of online marketing in India.

Introduction:

Internet marketing is the practice of selling or promoting goods and services through the use of the Internet. The Internet has opened many new avenues for companies to market new products and provided opportunities to restructure how they were marketing their established products. Benefits of the Internet include its ability to market globally, provide a free market without regulations and barriers to entry, and determine which products sell well in an online format. The Internet provides opportunities and challenges for the four Ps of marketing (price, promotion, product, and place) by being an unpredictable distribution channel, a powerful marketing communication and promotional tool, an effective marketing research tool, and an efficient tool for segmenting and targeting consumers and customers.

Objectives:

1. To study various methods of online marketing
2. To explore top ten online shopping sites in India
3. To study the current status and key statistics of online marketing in India

Data Collection:

The research paper is based on secondary data. The data is collected from various journals, books, newspapers and websites.

Methods of online marketing:

There are number of ways that can be adopted for trading online. Few of them are as follows:

1. Ecommerce

Ecommerce offers many advantages over traditional business models such as lower overheads and the opportunity to reach wider audiences. You can also improve customer service by allowing customers to make purchases directly from your website.

2. Website marketing

A website can help your customers find you; providing contact details and showcasing your work. But the marketing opportunities that the internet presents go much wider and deeper than this.

You can tell visitors about your product or service and promote special offers. You can improve customer service by giving useful information and enabling customers to offer feedback.

3. Promoting your company online

Your website is no use if nobody visits it. Simple steps like choosing a memorable name, promoting your website and driving traffic to your site via email marketing campaigns and including your web address in printed marketing materials and company stationery can all help.

Social media marketing is now routinely used by many businesses to promote their businesses online and engage with customers and to build their reputation and brand. Establishing a presence on Twitter, Facebook and LinkedIn can allow you to communicate directly with existing and new, target markets.

You can also use online equivalents to traditional marketing methods — advertising on other websites that your target customers are likely to visit, for example, or setting up affiliate marketing relationships with other companies.

But one of the best ways to get visibility is to appear high up in search engine rankings. Search engine optimization and pay per click advertising are generally considered the best ways to get people to your site.

4. Email marketing

Email is a convenient and cost-effective way to tell existing and potential customers about offers, to respond to queries and provide customer support. Email messages can be used to highlight special offers and new products and can help drive traffic to your website.

Email marketing has the benefit of lower costs and higher response rates than traditional marketing mailings. It is also easy to track responses so that you can easily test what works and tweak your emails to increase response rates.

But you can also use other forms of online communication as part of your internet marketing strategy. You can write a blog, post comments on discussion forums, write articles for industry websites and use social networking to build relationships.

5. Social networking

Social networking sites like Facebook, Twitter and LinkedIn are crucial tools to help you reach out to your target market online. They allow you to set out your stall, demonstrate your expertise and build relationships with customers, prospects and suppliers. Above all

they enable you to promote yourself and your business widely, drive traffic back to your website and ultimately boost sales.

Shopping sites in India:

Online shopping has been growing very fast in India, only in 2015 online shopping e-commerce site number has crossed 600 from 100 . Online shopping offers fast, easy, money saving and interesting shopping experience, it has many advantages like 24 hours shopping, Shopping with coupon to get discount, shopping from Home, rich product availability and specifications etc. Also now many sites like Shop clues, E-bay, PayTm offers some great deals everyday or week which you can't resist like Jaw Dropping Deal, Sunday Flea Deal, PayTmkaro, E-bay, Amazon Lightning Deals, Sankalp deals, Homeshop18.com Superdeals, Flipkart offers, Amazon Happy Hours etc.

According to a survey conducted by Indiafree stuff website, top shopping sites were ranked by the customers and on the basis of those ranks top 10 shopping sites were listed.

How ranks are finalized? Votes of all the voters is averaged, shop which has lower average comes first and vice versa. For example if 3 people have given rank Ebay and Flipkart to 1,6,5 and 8,1,6 so average for e-bay is 4 $(1+6+5/3)$ and for Flipkart is 5 $(8+1+6/3)$. In this case Ebay comes first and Flipkart second.

Here is real average for each ranked site (last Updated 3rd December 2015)

Table No. 1

Real average for shopping sites (As on December 2015)

| S. N. | Shopping Site | Average Score | S. N. | Shopping Site | Average Score |
|-------|---------------|---------------|-------|---------------|---------------|
| 1 | Amazon | 4.60 | 6 | Jabong.com | 5.11 |
| 2 | Flipkart | 4.68 | 7 | Myntra | 5.16 |
| 3 | Snapdeal | 4.80 | 8 | Shopclues | 5.55 |
| 4 | Paytm | 4.85 | 9 | Pepperfry | 5.81 |
| 5 | Ebay | 5.02 | 10 | Homeshop18 | 5.87 |

Source: indiafreestuff.in

1. **Amazon.in** - Score (4.75)- World leader in e-commerce market recently started operation in Indi, Now Indians can buy Books, CDS and Electronic at cheaper price from Amzon.in. For limited time they offering free shipping
2. **Flipkart.com** – Score (4.78) – Founded in 2004 with only Rs. 400000 now in 2014 tuned over 60,000 Crore company. You can not only buy books online through Flipkart, but also mobile phones & mobile accessories, laptops, computer accessories, cameras, movies,

music, televisions, refrigerators, air-conditioners, washing-machines, Clothings, Footwears, Accessories, MP3 players and products from a host of other categories. After takeover of letsbuy.com now flipkart is largest player of e-commerce of India.

3. **Snapdeal.com** -Score (4.90) SnapDeal offers everything from local daily deals on restaurants, spas, travel to online products deals. They offer you best price with free shipping.
4. **Paytm.com**– Score (5.01) – Started with Mobile Recharge and Bill Payment website now Paytm selling everything from Home Decor, Clothing, Laptops to Mobile at killer price. In very short time period Paytm has grown very fastly and has made its position under Top 10 Indian Shopping Website list.
5. **ebay.in** -Score (5.02) eBay.in is the Indian version of the popular online shopping portal eBay.com – world’s online marketplace. Ebay has a diverse and passionate community of individuals and small businesses. Ebay offers used and fresh items with a wide network of international shipping.
6. **Jabong.com**:- Score (5.11) Jabong Fashion & Lifestyle Store offers you great discount on all listed product. They offer wide range of products from Apparel to Home needs.
7. **Myntra.com** :- Score (5.16) Myntra.com is leading online retailer of lifestyle and fashion products. Myntra offers T-shirts, Shoes, watches and more at discounted price.
8. **Shopclues.com**:- Score (5.55)-Shop clues are famous for their heavily discounted Jaw Dropping deals. Shop clues is one of the best online stores that offers a wide variety of cameras, Computer accessories, Mobile, Gift, Jewellery, Cosmetics, toys, clothes, books and bag. Their Jaw Dropping deal has become most liked deal of 2012.
9. **Pepperfry.com** :- Score (5.81)- Pepper fry is one of leading Indian website in selling lifestyle products ranging from men and women’s clothing, home decor, jewellery, perfumes and cosmetics, furniture, bags and accessories.
10. **Homeshop18.com** -Score (5.87) Here you find large range appliances, kitchen, cameras, mobiles, laptops, site, Indian, gifts, apparel, buy, online, gifts. and more, HomeShop18 is a venture of theNetwork18 Group, India’s fastest growing media and entertainment Group. Network18 operates India’s leading business news television channels – CNBC TV18 and CNBC Awaaz. HomeShop18 has also launched India’s first 24 hour Home Shopping TV channel. The company has its headquarters in Noida, UP. The website has received the ‘Best shopping site’ award from PC World Magazine in 2008

Status of online marketing in India:

The e-commerce industry in the country is likely to be worth \$38 billion by 2016, a 67 per cent jump over the \$23 billion revenues for 2015, as per industry body Assocham. "India's e-commerce market was worth about \$3.8 billion in 2009, it went up to \$17 billion in 2014 and to \$23 billion in 2015 and is expected to touch whopping \$38 billion mark by 2016," Assocham said in a statement. Increasing internet and mobile penetration, growing acceptability of online payments and favourable demographics has provided the e-commerce sector in India the unique opportunity to companies connect with their customers.

According to an article in Economic Times, the buying trends during 2016 will witness a significant upward movement due to aggressive online discounts, rising fuel price and wider and abundant choice will hit the e-commerce industry in 2016. It observed mobile commerce (m-commerce) is growing rapidly as a stable and secure supplement to the e-commerce industry. Shopping online through smart phones is proving to be a game changer, and industry leaders believe that m-commerce could contribute up to 70 per cent of their total revenues. In India roughly 60-65 per cent of the total e-commerce sales are being generated by mobile devices and tablets, increased by 50 per cent than the last year and also likely to continue upwards. It revealed that Mumbai ranks first in online shopping followed by Delhi, Ahmedabad, Bangalore and Kolkata.

Key Statistics:

- There are 120 million Internet users today.
- 10 million 3G connections within 6 months of launch
- 28% of travel gets booked online
- 47% of the classifieds business is online
- Close to 50% of music revenues in India comes from mobile downloads
- E-commerce companies are recording revenues in the region of a crore a day – rivalling retail brands that are around for more than 10 years.

The above statistics shows the remarkable growth of online marketing today and this trend is expected to continue in the future.

Conclusion:

The no. of internet users in India today stands at 120 million and is expected to reach 376 million by 2015 – close to 3 times the current number. In National Broadband Policy Rs 60,000 crore has been spent by government to facilitate high-speed data Introduction of affordable PC's, Tablets and

Smartphones has been done. Widespread adoption of 3G and 4G services all over India is prevalent. In such background, the online marketing industry is expected to grow many folds in the near future.

References:

1. Assael, H., Reed, P. and Patton, M. (1995) Marketing: Principles and Strategy Harcourt-Brace, Sydney
2. Kotler, P., (1998), Marketing, (4th ed.), Prentice Hall, Australia
3. "Compare and Contrast Essay: Online Shopping vs. In-Store Shopping." 123HelpMe.com. 25 Jan 2016
4. E-commerce industry likely to be worth \$38 bn by 2016: ASSOCHAM, ET, Jan 1, 2016

Merits and Demerits of E-Trading

Dr. R. G. Rasal

*Padmshri Vikhe Patil College of Arts, Science & Commerce, Pravaranagar,
Tal-Rahata, Dist-Ahmednagar,
Maharashtra, India.*

Abstract:

The stock business of e- trading business have been increasing since its existence in India, at the start it has an gradual improve but later on it has have expanded a lot much and even market share of online traders is increasing. With electronic order-matching systems, the host computer matches bids with offers according to certain rules that determine an order's priority. Priority rules on most systems include price and time of entry. In some cases, priority rules may also include order size, type of order, and the identity of the customer who placed the order. In the simplest case, matching occurs when a trader places a buy order at a price equal to or higher than the price of an existing sell order for the same contract. The host computer automatically executes the order, so that trades are matched immediately. Trades are then cleared as they occur, as long as the host computer is linked to the clearinghouse. Electronic trading systems have become increasingly popular in the past decade and currently account for about one-fifth of volume on futures exchanges. Driving this rise in popularity is the potential for electronic trading to improve efficiency and lower costs. In addition, electronic trading systems make exchanges available to remote investors in real time, an important benefit in a period of increased cross-border trading.