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A Study on the Impact of Shopping Festivals on the Indian Ecommerce Market

A Project Submitted to

University of Mumbai for partial completion of the degree of

Bachelor of Management Studies

Under the Faculty of Commerce

By

Rishabh Brid

Roll No (6912)

TYBMS D

Semester VI

Under the Guidance of

Prof.Rakhee Pathak

THAKUR COLLEGE OF SCIENCE & COMMERCE

February-2023



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DECLARATION BY LEARNER

I the undersigned Miss / Mr. **Rishabh Brid** here by, declare that the work embodied in this project work titled "**A study on the Impact of Shopping Festivals on the Indian Ecommerce Market**", forms my own contribution to the research work carried out under the guidance of **Prof.Rakhee Pathak** is a result of my own research work and has not 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.

Name and signature of the learner

Rishabh Brid

Certified by

Name and signature of the Guiding Teacher

Prof.Rakhee Pathak



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CERTIFICATE

This is to certify that **Mr. RISHABH BRID** has worked and duly completed his Project Work for the degree of Bachelor of Management Studies under the Faculty of Commerce in the subject of Marketing and his project is entitled, "**A STUDY ON THE IMPACT OF SHOPPING FESTIVAL ON THE INDIAN E-COMMERCE MARKET**" 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 facts reported by his personal findings and investigations.

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Prof. Rakhee Pathak

INTERNAL EXAMINER

EXTERNAL SIGNATURE



SEAL OF THE COLLEGE

DATE:- 11th March, 2023

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ACKNOWLEDGEMENT

To list who all have helped me is difficult because they are so numerous and the depth is so enormous. I would like to acknowledge the following as being idealistic channels and fresh dimensions in the completion of this project. I take this opportunity to thank the University of Mumbai for giving me chance to do this project. I would like to thank my Principal, **Dr. C. T. Chakraborty** for providing the necessary facilities required for completion of this project. I take this opportunity to thank our Coordinator **Dr. Rupal Shroff**, for her moral support and guidance. I would also like to express my sincere gratitude towards my project guide **Prof. Rakhee Pathak** whose guidance and care made the project successful. I would like to thank my College Library, for having provided various reference books and magazines related to my project. Lastly, I would like to thank each and every person who directly or indirectly helped me in the completion of the project especially my Parents and Peers who supported me throughout my project.

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INTRODUCTION

We know it's the season when we slacken our tote strings and go on a shopping binge as all that we need and don't need are accessible at 'mind boggling' costs. From gadgets to vehicles to home outfitting, the rundown is interminable, as we think that its hard to fight the temptation to purchase the items we like, come up short on cash and 'advantageously' concede that we are 'shopaholics'. In any case, this may not be totally valid, as there's constantly a flipside to the coin. Possibly you're not a shopaholic all things considered, however have surrendered to the impact of deliberately arranged promoting and publicizing.

What is Ecommerce?

Web based business, otherwise called electronic trade or web trade, alludes to the purchasing and selling of merchandise or administrations utilizing the web, and the exchange of cash and information to execute these exchanges. **The Indian E business showcase is relied upon to reach US\$ 200 billion by 2026.**

Another successful method to group online business destinations? Take a gander at the gatherings taking an interest in the exchange. These normally include:

1. Business to customer (B2C) – Transactions occur among organizations and buyers. In B2C online business, organizations are the ones offering items or administrations to end-clients (for example purchasers). Online retail ordinarily takes a shot at a B2C model. Retailers with online stores, for example, Walmart, Macy's, and IKEA are for the most part instances of organizations that participate in B2C internet business.
2. Business to business (B2B) – As its name states, B2B internet business relates to exchanges led between two organizations. Any organization whose clients are different organizations work on a B2B model. Models incorporate Xero, an internet bookkeeping programming for private ventures, ADP, a finance preparing organization, and Square, an installments answer for SMBs.
3. Purchaser to business (C2B) – Consumer to business web based business happens when a shopper sells or contributes financial incentive to a business. Numerous publicly supporting efforts fall under C2B web based business. Soma, a business that sells eco-

accommodating water channels is one case of an organization that occupied with B2C internet business. In 2012, Soma propelled a Kickstarter battle to finance the assembling of their item. The venture was effective, and Soma proceeded to raise \$147,444.

4. Shopper to customer (C2C) – As you may have speculated, C2C internet business happens when something is purchased and sold between two buyers. C2C usually happens on online commercial centers, for example, eBay, in which one individual offers an item or administration to another.

5. Government to business (G2B) – G2C exchanges happen when an organization pays for government merchandise, administrations, or expenses on the web. Models could be a business paying for charges utilizing the Internet.

6. Business to government (B2G) – When an administration substance utilizes the Internet to buy merchandise or administrations from a business, the exchange may fall under B2G online business. Suppose a city or town contracts a website architecture firm to refresh its site. This sort of arrangement might be viewed as a type of B2G.

7. Customer to government (G2C) – Consumers can likewise participate in B2C internet business. Individuals paying for traffic tickets or paying for their vehicle enrollment recharges online may fall under this class.

How has Ecommerce changed the purchasers purchasing conduct?

1. Checking Amazon First and Last:

Coming up short on printer ink? You may go after your telephone to check Amazon's substitution cost before thinking about another retailer. Have those ink costs caused you to think about purchasing another printer? A greater buy may provoke you to consider "showrooming," or figuring out the printer at a physical store before requesting it online at a lower cost.

2. Shopping by Voice:

With the presentation of Amazon's Alexa, the organization has made it workable for individuals to shop by voice. Presently there's no compelling reason to try and lift your telephone to arrange that substitution printer ink. Simply tell Alexa and it will appear at your entryway.

3. Purchasing Groceries Online :



The accommodation of shopping on the web has upset week after week excursions to the supermarket with Big Basket, Amazon Prime and the Amazon-Whole Foods merger. Customers are progressively requesting both short-lived and durable staple goods online for snappy pickup or home conveyance.

4. Purchasing Clothes Online :

Myntraa, Shein, Flipkart makes it simple for individuals to buy attire online by diminishing the time spent finding the correct thing and restoring any off-base things. Buyers are becoming progressively liable to buy higher amounts of apparel in one request because of the simplicity of profits.

5. Simplicity of Returns :

Regardless of whether it's attire, furniture or a book, the online business locales have streamlined the arrival experience to guarantee an arrival is nearly as straightforward as making as a buy. By disentangling an arrival to only a couple of snaps, clients are bound to cause a buy with which they'll to be fulfilled.

6. Unending, Searchable Aisles:

Physical stores are truly constrained to the quantity of various items they have accessible for procurement. Through their broad system of stockrooms and other outsourcing rehearses, the online business locales offer an apparently boundless determination of things that are accessible with a solitary snap, instead of chasing through a packed store. Conventional retailers today are tested to manufacture a reaction to the interruptions brought about by the Ecommerce locales by tuning in to the necessities of their clients, regardless of whether it's through an extraordinary instore understanding, an alluring unwaveringness program, or a curated item determination that can't be duplicated.

A portion of the significant improvements in the Indian internet business division are as per the following:

- In August 2020, Amazon obtained 49 percent stake in a unit of Future Group.
- Reliance to contribute Rs 20,000 crore (US\$ 2.86 billion) in its telecom business to grow its broadband and E-trade nearness and to offer 5G administrations.
- In September 2020, PhonePe propelled super-application stage 'Change' to give a one stop answer for clients coordinating a few other trader's applications.
- In November 2020, Nykaa opened its 55th disconnected store checking accomplishment in level II and level III urban areas.
- Flipkart, in the wake of getting obtained by Walmart for US\$ 16 billion, is required to dispatch more disconnected retail locations in India to advance private marks in fragments, for example, style and gadgets. In September 2018, Flipkart gained Israel based examination fire up Upstream Commerce that will assist the firm with pricing and position its items in an effective manner.

- As of March 2020, Flipkart propelled its inner store of about US\$ 60-100 million to contribute from beginning period to seed developments identified with online business industry.
- Paytm has propelled its bank - Paytm Payment Bank. Paytm bank is India's first keep money with zero charges on online exchanges, no base parity prerequisite and free virtual check card
- As of June 2018, Google is additionally wanting to go into the E-business space by November 2018. India is required to be its first market.
- Reliance retail is going to dispatch online retail this year. It has just propelled its nourishment and basic food item application for beta testing among its representatives.
- E-trade industry in India saw 21 private value and investment bargains worth US\$ 2.1 billion of every 2017 and 40 arrangements worth US\$ 1,129 million in the primary portion of 2018.
- Google and Tata Trust have teamed up for the venture 'Web Saathi' to improve web infiltration among rustic ladies in India.

Market Size

Impelled by rising cell phone entrance, the dispatch of 4G organizes and expanding purchaser riches, the Indian web based business showcase is required to develop to US\$ 200 billion by 2026 from US\$ 38.5 billion of every 2017 Online retail deals in India are relied upon to develop by 31 percent to contact US\$ 32.70 billion of every 2018, drove by Flipkart, Amazon India and Paytm Mall.

During April-June quarter 2019, cell phone shipment in India became 9.9 percent year-on-year to 36.9 million shipments. It is required to arrive at 160 million of every 2019. During 2018, gadgets are presently the greatest supporter of online retail deals in India with a portion of 48 percent, followed intently by attire at 29 percent.

Favourable circumstances and Unfavourable circumstances of Ecommerce :

ADVANTAGES

#1: Low Financial Cost

One of the online business benefits is that it has a lower startup cost. Physical retail locations need to pay up to a huge number of dollars to lease one of their store areas. They likewise have a few forthright costs, for example, store signs, store configuration, purchasing stock, deals hardware, and then some. Physical retail locations additionally need to pay staff to work and run every area. They may likewise need to contract safety crew contingent upon the item esteem in the store.

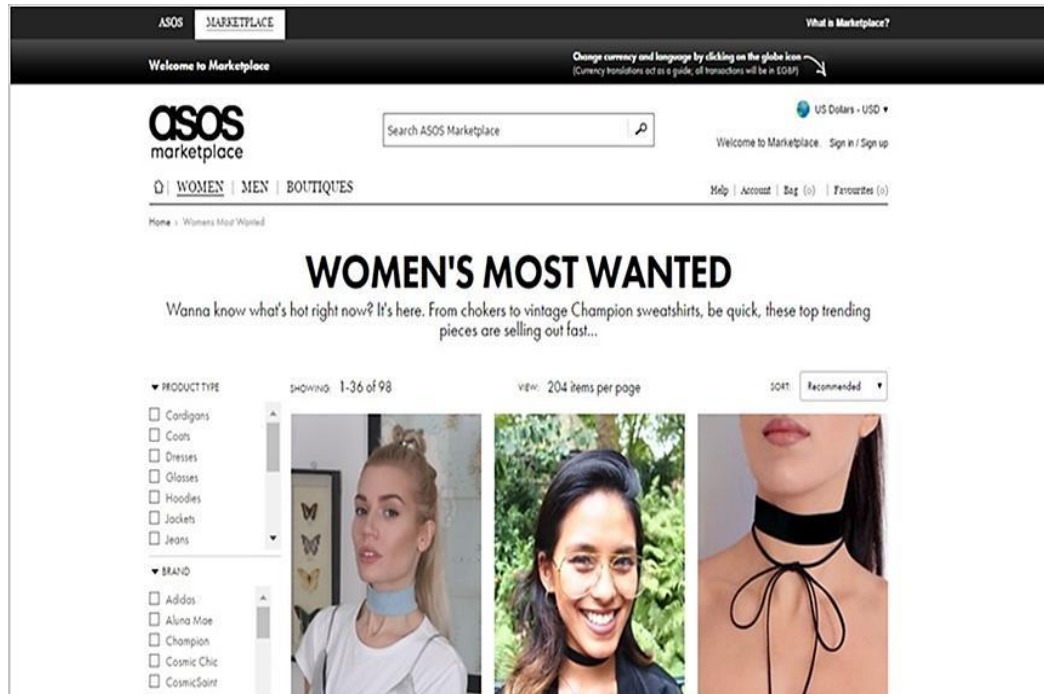
In any case, for an outsourcing store startup costs are evaluated at \$418 in 2019 and internet business stores just compensation \$3192 per year on Shopify at most for virtual 'lease'. Shopify likewise incorporates a simple to utilize stage, facilitating, free Shopify subjects, incredible applications like Oberlo, and heaps of other extraordinary advantages. Contingent upon what sort of web based business you run, you may possibly need to procure workers when you develop to a specific level. As your online store is online these representatives can work remotely, making it simpler to discover staff that will suit your organization.

#2: Sell Internationally

Following up of online business benefits is that another brand can offer to clients around the globe no problem at all. You can find your crowd whether they're in the U.K., South America, or neighboring nations. In the event that you decide to outsource from AliExpress, numerous items offer reasonable ePacket delivering or free dispatching. This permits you to cost and transport your items seriously to an overall crowd. Selling overall is an extraordinary accomplishment as it encourages you fabricate your image significantly quicker, expands your commercial center exponentially, and permits you to see benefit well before your nearby rivals.

#3: Easy to Showcase Bestsellers

Web based business benefits like having the option to effortlessly show blockbusters makes it simpler to flaunt items to clients. While you can plan a physical store to influence individuals to purchase certain items, it's simpler for a client to locate the smash hits in an online store.



The motivation behind why you need clients to purchase your hits is on the grounds that they're demonstrated. Different clients have just gotten them and are content with their buy. In the event that you need to feature new items to clients you can remember them for your upsell, email advertising or retargeting advertisements. With a web based business store, you can incorporate incredible item photography and item portrayals to influence the client's decision.

#4: Personalized Online Experience

Site personalization, one of the online business points of interest, can upgrade the internet shopping experience. Making customized greeting pages for various crowds can lure them to purchase from you absent a lot of additional work on your side. It isn't care for clients coming into a physical store who you have to sustain from the main

moment. You can do all the difficult work before you dispatch a battle and afterward unwind once you discharge the crusade to your client base. Take a stab at dividing your email records dependent on buys made, area or even how a lot of cash a client spent. You can likewise retarget a client who visited your online store indicating them an advertisement for an item they added to their truck and overlooked. On the off chance that your online business has a login include, you can have an invite message show up, for example, 'Welcome back (name).' Item packages can enable the client to purchase more at a superior cost expanding normal request esteem. You can likewise customize upsells dependent on what the client has taken a gander at or what you figure they may like dependent on their buy conduct.

#5: Affordable Employees

One of the advantages of web based business is that enlisting workers is moderate and, as referenced previously, you can enlist from anyplace on the planet. You can decide to re-appropriate work to menial helpers in nations where the average cost for basic items is a lot of lower. You'll require less workers in an online business than a retail store. A gigantic favorable position of online organizations is you don't have to contract representatives at dispatch. You can begin and maintain a web based business without anyone else. Just when you begin to develop or when you have the capital should you begin to contract representatives.

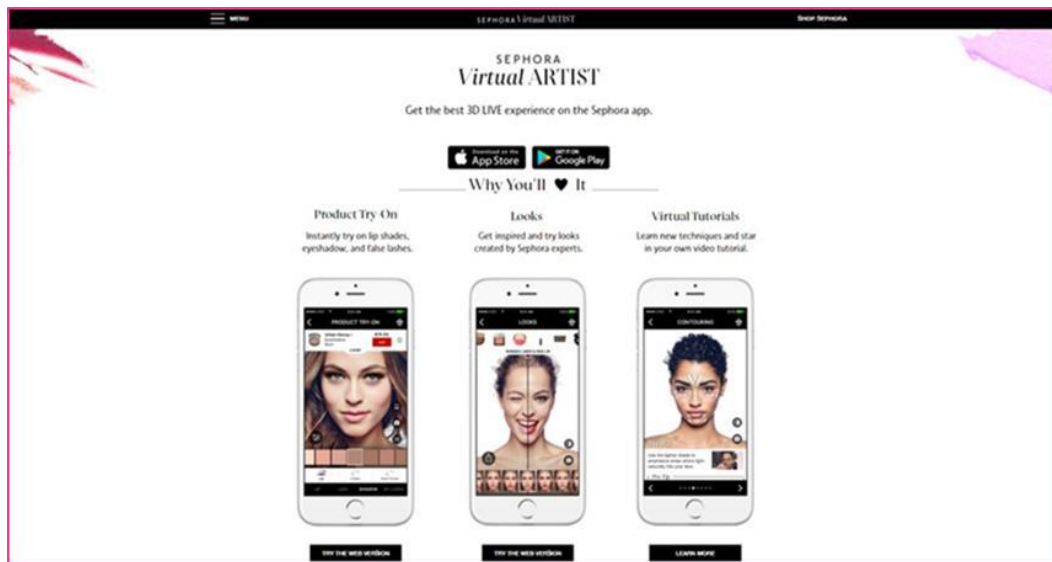
DISADVANTAGES

#1: No One Can Buy During a Site Crash

The most noticeably terrible of the online business hindrances is the point at which nobody can purchase from your store if your webpage crashes. That is the reason it's imperative to guarantee your site is facilitated on the correct stage. For instance, in case you're paying the base facilitating charge and get a flood in rush hour gridlock from a high changing over promotion or a TV yell out like Shark Tank, your site will probably crash.

Luckily, Shopify offers free facilitating in their month to month charge permitting you to have perhaps the best server available. In late memory, there was just one time where destinations were down. Be that as it may, online business stores weren't the main destinations influenced. Twitter, Spotify, Soundcloud, and more were influenced by this accident. The issue was settled that day. However, site crashes on Shopify are uncommon to such an extent that it's conceivable not to mess up your business.

#2: Customers Can't Try Before They Buy



While this is right now an issue for some retailers, this won't be a long haul issue. With expanded reality, more stores are beginning to add AR components to their store to permit clients to give items a shot. Increased reality online business organizations offer answers for organizations to make a progressively intelligent involvement in your clients. In the event that you possess a beautifying agents store, you can look at Sephora's Virtual Artist application for a case of a stunner retailer with an increased reality experience.

#3: Ecommerce Is Highly Competitive

Finding the correct specialty is another of the most exceedingly terrible internet business disservices. The fact of the matter is the best specialties are regularly the most serious that is the reason individuals are attracted to them. The more serious a specialty

is, the more costly promotions for that specialty are. There are several different ways around this. In the first place, you can pursue an unexpected crowd in comparison to your rivals. On the off chance that every one of your clients are being focused by contenders through Facebook promotions, you may have a go at positioning naturally with SEO improvement. On the off chance that every one of your rivals are utilizing Pinterest, you may attempt Instagram showcasing if your crowd are visual creatures.

#4: You Need to Ship Your Products

Clients believe shipping times to be one of the most exceedingly terrible web based business weaknesses. At the point when a client shops face to face she can take the item home immediately. In any case, with internet shopping, most clients get their items in up to seven days. While Amazon offers same day shipping, it was anything but a beneficial model until they made Amazon Prime. It just became gainful in light of the fact that they have countless Prime individuals. The arrangement is to be straightforward with your client. Tell them when they can expect bundles when they submit a request.

#5: Physical Retail Is Still More Popular Despite Decline



Despite the fact that one of the advantages of web based business is that it's developing, physical retail despite everything possesses a large portion of the piece of the overall

industry. In 2014, the retail business had gathered over \$22 trillion. However, online trade had just made \$1.3 trillion around the world. Having an online business in the beginning periods permits you to turn into an innovator in your specialty. However, most cash made is in physical retail locations making it a web based business inconvenience. Subsequently, why Amazon, in spite of being the greatest online store, is presently making face to face stores. Be that as it may, remember that \$1.3 trillion in deals is anything but a modest number. There's still a ton of potential that online retailers can capitalize on. Also, this number continues developing.

Government activities

100 percent FDI permitted in B2B E-trade, 100 percent FDI in programmed course is allowed in commercial center model of E-business.

Since 2014, the Government of India has declared different activities specifically, Digital India, Make in India, Start-up India, Skill India and Innovation Fund. The convenient and successful usage of such projects will probably bolster the web based business development in the nation. A portion of the significant activities taken by the administration to advance the online business segment in India are as per the following:

Government e-Marketplace (GeM) marked a Memorandum of Understanding (MoU) with Union Bank of India to encourage a cashless, paperless and straightforward installment framework for a variety of administrations in October 2019.

In February 2019, the Government of India discharged the Draft National internet business Policy which energizes FDI in the commercial center model of online business

The substantial speculation of Government of India in revealing the fiber arrange for 5G will help support internet business in India

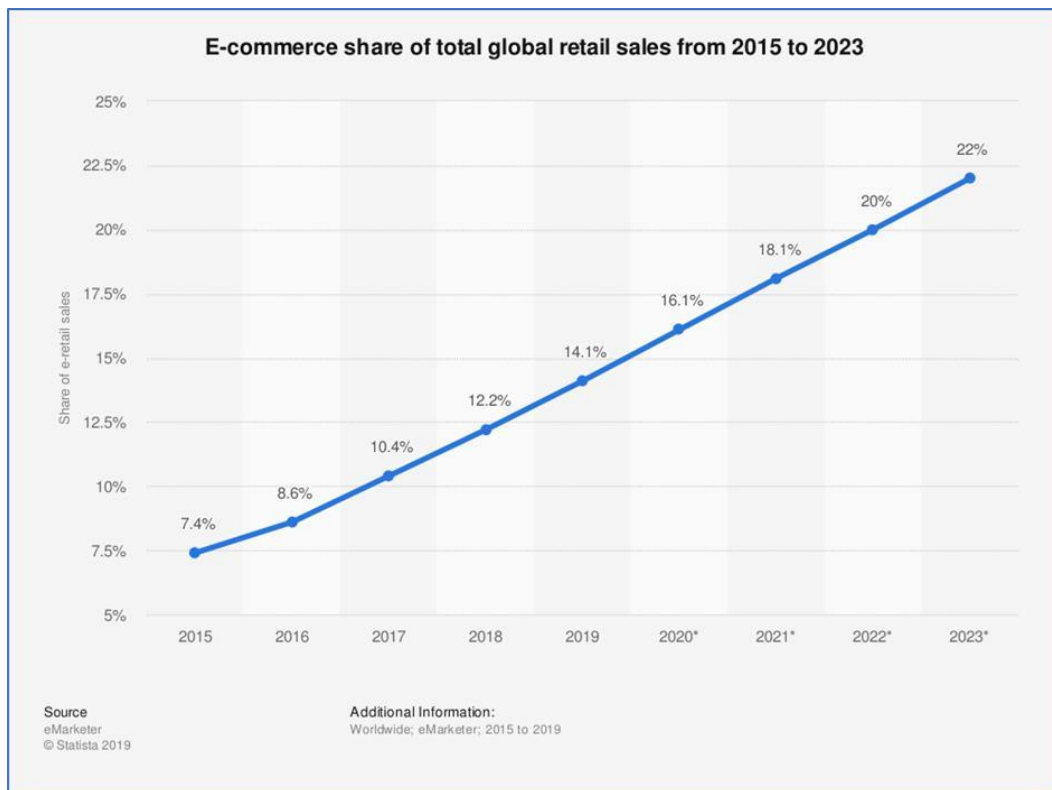
In the Union Budget of 2018-19, government has apportioned Rs 8,000 crore (US\$ 1.24 billion) to BharatNet Project, to offer broadband types of assistance to 150,000 gram panchayats

As of August 2018, the legislature is chipping away at the second draft of web based business arrangement, fusing contributions from different industry partners.

Following are the accomplishments of the legislature in the previous four years:

- Internet supporters in India remained at 665.31 million in June 2019.
- In the happy deal (September 29-October 4, 2019), the e-rears in India accomplished US\$ 3 billion of Gross Merchandise Value (GMV).
- Amazon India propelled the Amazon Marketplace Appstore which will give answers for dealers .
- Value of Unified Payments Interface (UPI) exchanges recorded 1.15 billion exchange worth more than Rs 1.913 trillion (US\$ 27 billion) in October 2019.
- Under Internet Saathi venture more than 26 million ladies were profited in India and it arrived at 2.6 lakh towns and arrived at 20 states.
- Under the Digital India development, government propelled different activities like Udaan, Umang, Start-up India Portal and so on.
- Under the undertaking 'Web Saathi', the legislature has affected more than 16 million ladies in India and arrived at 166,000 towns
- Udaan, a B2B online exchange stage that interface little and medium size makers and wholesalers with online retailers and furthermore give them coordinations, installments and innovation support, has venders in more than 80 urban communities of India and conveys to more than 500 urban areas.

The future of Ecommerce



Tricks used by the companies during the sale:



1. The stunning criticalness

A day ago? Constrained stock? Is it accurate to say that you are truly going to succumb to this? It is justifiable on the off chance that one succumbs to complimentary gifts and limits, however do whatever it takes not to take the snare.

On the off chance that you have missed the ongoing Ganesh Chathurti deal, don't be pitiful, there will be a Navratra offer, after that there will be Dhanteras 'extraordinary' offer, after which there will be that Diwali 'bonanza' and afterward Christmas and New Year deal offers. That isn't it, in January and February you will have a 'finish of season deal', and think about what, in April, there will be one more Navratra

'bonanza'. Who knows, perhaps in August one year from now when India finishes 71 years of autonomy, you may get 71% markdown or if nothing else a half + 21% rebate on your buy.

2. Futile complimentary gifts

There are no free snacks right now, a large portion of us have a fixation for an unconditional present. Commonly we neglect to check whether the complimentary gift we are being offered is extremely justified, despite all the trouble. Test this present: There's a deal that says purchase 5 T-shirts and get the 6th one free. Here, the seller will charge the purchaser on the most costly 5 T-shirts at MRP and the least valued will be offered allowed to you - not so incredible a fiscal arrangement all things considered, right? It is in every case better to get a value markdown on singular things instead of get one thing free with a mass buy as you have increasingly decision in the previous circumstance. In the event of value limits, you would purchase just what you need to as opposed to getting burdened with undesirable/less helpful things given free in a mass buy. The last circumstance prompts imperfect buying. So ensure you recognize the advantages and the trap.

3. The dread of misfortune

The dread of missing out on a rewarding arrangement is one of the best approaches to help deals for a retailer. Be that as it may, does it truly profit you? For example on the event of Diwali, a vehicle seller is without offering protection as a 'restricted period' offer, however this shouldn't be the explanation you purchase your vehicle from him. Regardless of whether you concede your buy post Diwali or make it previously, you barely remain to lose anything. After this restricted period offer, he may give you free adornments worth a comparative sum and charge you for protection. Such offers continue changing and are pretty much tantamount. Along these lines, it is constantly prescribed to pick the one which is generally reasonable to you after appropriate research and checking with different vendors.

4. Enormous Savings - The donut with a huge opening

Ordinarily ridiculous limits and enormous reserve funds are promoted across pages and pages of papers. In any case, when you really go to get you find that the cost is twofold or significantly more than what you found in the advertisement.

Test this: There is a full page that discovered your eye saying 'set aside to Rs 10,000 on your next forced air system'. Indeed, Rs 10,000 is 'enormous' investment funds, yet this data could be fragmented. There's a decent chance that this markdown is accessible just the 'select' items that are madly over valued or you may need to trade your old machine at a disposable cost to profit this rebate.

So also, in the event that you look for Delhi to Mumbai flights on Google, you will see a lot of advertisements saying single direction passages beginning at Rs 2,000 forward, however again that is not the maximum. This is only the base passage, there are a heap of charges and expenses that raise the last cost. So when you make the buy, you discover that the real cost is more than twofold after duties. Also, recollect that tickets purchased marked down accompany numerous conditions like it is nonrefundable and accompany colossal wiping out charges.

5. The tricky limits

Think shopping during a deal makes you parsimonious and savvy? Think once more. Suppose there is a deal that says 'up to 30%* off'. Once more, the figure may look great yet it could be tricky. The reference mark here as a rule implies that the 30% markdown will be given to you on a base acquisition of Rs at least 6,000. So in your push to be an efficient customer and profit the greatest 'advantage' of the deal, you wind up spending substantially more than what you initially expected to. Such sort of limits may profit volume purchasers however those initially wanting to spend considerably less are probably not going to get any significant profit by this kind of markdown instigated shopping.

Step by step instructions to not fall into prey :



Organize: Learn to separate between your needs and needs; don't overshoot your spending limit by a mile.

Defer your buy: If you wish to purchase something costly, delay the buy by a month. During this chilling period, thoroughly consider whether you truly need that item or on the off chance that you are thinking that its hard to do your standard errands without it. On the off chance that the thing was not so much basic you will get over the desire and most likely forget about it soon.

Oppose peer pressure: A great deal of youngsters spend on in any case pointless buys on the grounds that everyone around them is likewise doing it. Try not to spend on the grounds that others are spending.

Try not to shop to de-worry: For certain individuals, shopping is treatment that encourages them loosen up following an unpleasant day. However, this treatment has a symptom that can exacerbate the situation. Specialists state that individuals who go to shopping to de-stress are just burrowing a more profound opening for themselves.

RESEARCH METHODOLOGY

Reason for the research

The following research is conducted to find out the impact, the shopping festivals have on the ecommerce sites and what the customers and the company get out of it. Also, the research includes data which shows about how the Ecommerce sector is going to be in the future and whether the shopping festivals bring, profit or losses for the companies.

Type of research: The type of research that could be conducted on the impact of shopping on Indian festivals on the ecommerce market could be a combination of both qualitative and quantitative research methods.

- Qualitative research methods may include in-depth interviews or focus group discussions with consumers to understand their behavior, attitudes, and motivations towards shopping during festivals. This can help to identify consumer preferences, expectations, and pain points while shopping online during festival seasons.
- Quantitative research methods may include surveys, data analysis, and statistical modeling to identify trends and patterns in consumer behavior during festival seasons. This can help to understand the scale of impact on the ecommerce market, including sales growth, product categories, and average transaction values.

Secondary research methods such as reviewing industry reports, sales data, and market research studies can also provide valuable insights into the impact of shopping on Indian festivals on the ecommerce market. This can help to identify key players, trends, and emerging technologies in the industry.

Overall, a comprehensive research approach that combines qualitative and quantitative methods and utilizes both primary and secondary data sources could provide a deeper understanding of the impact of shopping on Indian

Objectives of the research

- To find out customers understanding about the discounts offered.
- To study various demographic factors of the respondents who have participated in the online shopping festivals.
- To identify various influencing factors which motivate consumers during the shopping festival period.

Primary Data Source:

The primary data are those, which are collected afresh for the first time for the problem solution, and thus happen to be original in character. It may be obtained from individual, families and representative as mentioned earlier I collected primary data with a help of a questionnaire of 170 people.

Secondary Data Source:

The secondary data are those which are already been collected by Someone else and which have already been passed through the statistical process.

Externally. these sources may include books or periodicals reports, data services and computer data banks.

In the context of the project study, the source of data used by me for this project is primary type of sources. The primary data source is the respondents who have filled the questionnaire and the secondary data has been sourced through various journals , newspapers magazines and websites .

Sampling Unit:

The sampling Unit is the entity to which we have to follow during the whole research Study. In the context of the project study, the sampling unit primarily consists of Individuals. Sampling Size:

It plays an important role in the research. Samples are representative of the whole population. This refers to the no. of items to be selected from the universe to constitute a sample.

In the context of the project study. 170 respondents are chosen keeping in view the above constraints. Attempts have been to see the samples and interpret them to the highest order possible.

1. Sampling Methods:

There are various methods of sampling in the context of my project study I have selected Non-probability Sampling Method. And under that, I have taken Convenience Sampling Under this I prepared a simple questionnaire to collect the information.

2. Data Collection Method:

Data collection is done basically in three ways: Observation Method, Survey Method and Questionnaire. And in the context of my project study, I have selected questionnaire method for collecting the data.

3. Data Analysis & Interpretation:

Data analysis is based on the data collected by the questionnaire. From the collected data findings are extracted. The data is tabulated and frequency distribution chart and pie charts have been prepared.

T-test

A very simple example: Let's say you have a cold and you try a naturopathic remedy. Your cold lasts a couple of days. The next time you have a cold, you buy an over-the-counter pharmaceutical and the cold lasts a week. You survey your friends and they all tell you that their colds were of a shorter duration (an average of 3 days) when they took the homeopathic remedy. What you really want to know is, are these results repeatable? A t test can tell you by comparing the means of the two groups and letting you know the probability of those results happening by chance.

Minitab

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Smart Data Import

Easily correct for case mismatches, properly represent missing data, remove extra spaces, and make column lengths equal when importing data from Excel and other file types.

Automatic Graph Updating

Graphs and control charts update automatically when you add or edit data so you never have to worry about keeping your graphs in sync.

Seamless Data Manipulation

Explore your data right in the worksheet. Format columns to instantly identify and subset the most frequent values, outliers, out-of-spec measurements, and more.

Effortless Presentations

Export graphs and output directly to Microsoft Word or PowerPoint to easily create presentations and share your results with colleagues.

GREATEST ONLINE UPCOMING SALE IN INDIA FOR 2021

1. Amazon Great Indian Sale



Amazon Logo The Great Indian Sale needs no presentation in the Indian market. You can discover individuals modifying their every day plan when Amazon declares the dates for Great Indian Sale. Your nightgown, a few bites, and a completely energized cell phone with rapid WiFi, that is all you need during the GIS days. The world can pause, the deal can't so fix your needs!

2. Flipkart Republic Day Sale

Flipkart Logo Missed your most loved things during the last deal? Here is one more opportunity to snatch them at the most reduced cost ever. Indeed, the truth is out! Flipkart The Republic Day Sale is back with a blast. Beginning from the nineteenth of January, the deal will be live till the 22nd of January where individuals can browse a variety of items. With such huge numbers of up and coming celebrations, pick the most recent dresses, blessing things, and entirely home enrichments to dress up yourself just as your sanctum.

To keep up an unexpected component, Flipkart has declared insane Rush Hour Deals, Maha Price Drops, and Crazy Deals to keep the offers refreshed and running. Watch out for the most recent arrangements on your preferred items and get them before they are 'Out of Stock.'

3. Nykaa Diwali Dhamaka Sale

Nykaa Logo The Nykaa's Diwali dhamaka deal is going to begin on tenth of October. You could find a good pace off on cosmetics, skincare, haircare, wellbeing and

different items accessible on the application and site. Add items you need to purchase to the pink box and it will naturally be moved to the truck once the deal begins.



Nykaa LogoThe Nykaa's Diwali dhamaka deal is going to begin on tenth of October. You could find a good pace off on cosmetics, skincare, haircare, health and different items accessible on the application and site. Add items you need to purchase to the pink box and it will naturally be moved to the truck once the deal begins.

4. Myntra End of Reason Sale



Myntra LogoAnother shopping event by Myntra is the End of Reason Sale. On account of their kickass advertising and wide reach, EORS is well known among individuals

of all age gatherings, even the grandparents. Myntra surely aroused the internet shopping pattern multifold over the most recent few years. From scanning for the best items with only a tap to giving the solace of 'Attempt and Buy', individuals have begun dumping shopping centers due to this super-productive online shop that has recorded practically all the brands under the sun.

5. Pepperfry Shubh Aarambh Sale



Pepperfry LogoPepperfry's Shubh Aarambh Sale beat the rundown of most anticipated home outfitting deals in India. During the Shubh Aarambh days, you can expect Pepperfry to satisfy you with limits as monstrous as Flat half off on furniture and other home fundamentals. Regardless of whether it's that fantasy couch you need to bring home or change the embellishment of your front room, the ideal time to purchase home outfitting is during the Shubh Aarambh deal on Pepperfry. It goes live as a rule toward the finish of the principal quarter of the year.

6. Shopclues Sunday Flea Market



Shopclues Logo Heard about online Flea Market? All things considered, Shopclues brings to you an advanced Flea Market where you can get items at unfathomably low costs. This 'Party of Sasta Offers' can get anybody slobbering in the wake of viewing the value list. You can shop in classifications like Home and Kitchen, Fashion, Electronics, Daily Utilities, and so forth. You can likewise channel your buy as per the Price Point Store. Shopclues Sunday Flea Market has all that you have to run a home. Snatch the offers each Sunday before the things come up short on stock.

7. Amazon Prime Day Sale

Amazon's Prime Day Sale is elite to the clients with Prime membership. Clients will have the opportunity to pick the most lightning bargains from gadgets to day by day need things and everything in the middle. It is safe to say that you are energized as of now? There's additional! You gain admittance to Amazon Prime Music, Concerts, Kindle, Magazines, and that's only the tip of the iceberg. In the event that the longing is to spare more, apply for Amazon Pay ICICI Credit Card and acquire a 5% reward point. Trust me, and this couldn't get additionally energizing!

<u>Big Online Marketplace's traffic during Festive Sales Period</u>			
	Flipkart.com	Snapdeal.com	Amazon.in
August	134,500,000mn	79,600,000mn	141,500,000mn
September	134,000,000mn	82,300,000mn	141,500,000mn
October	164,000,000mn	109,500,000mn	200,000,000mn
November	121,000,000mn	89,900,000mn	176,500,000mn
December	128,000,000mn	83,100,000mn	171,000,000mn
January	133,000,000mn	86,200,000mn	185,500,000mn

The significant thing for Online venders to remember, is to perceive which deals will suit your items and afterward go out and plan for them like there is no tomorrow!

In 2014 the enormous commercial centers experienced inability in managing huge requests, which messed server up and conveyance issues. Fortunately in 2015 they were better arranged. For example in 2014, Flipkart's Big Billion Day deal was completed on one single day, however in 2015 it spread the Big Billion Days deal more than 5 days as it pursued an objective of Rs. 3,250 crores deals. In correlation, aggressive commercial center Shopclues declared an objective of Rs. 1,600 crores for the bubbly time frame.

FLIPKART'S BIG BILLION DAYS

Flipkart, an internet business organization began by Sachin Bansal and Binny Bansal in the year 2007 to cook Indian purchasers needs. Organizers were graduated class of IIT Delhi and worked for Amazon.com before beginning Flipkart. They have contributed Rs.4 lakh to begin the site; out of that they spent Rs. 2 lakh to purchase PCs and furniture. Despite the fact that the organization is headquartered in Bangalore, India it is lawfully enrolled in Singapore. It began to sell books online at first and now it is selling 15 million items 70+ classes comparable to Amazon.in. Flipkart welcomes dealers to connect with them to offer items to the end purchasers, here it just goes about as commercial center for customers and merchants.



Individuals have seen hazard related with online buy, Flipkart showcasing methodologies diminished individuals' apparent hazard and made a huge number of individuals to purchase items. Special techniques embraced by them to catch Indian purchasers are money down, 30 days substitution strategy and simple regularly scheduled payment. The site currently has 2.2 crore enrolled clients, 40 lakh day by day page visits and 50 lakh shipment consistently. When Sachin Bansal shared his story to Yourstory.com, he referenced about the advertising procedures utilized during the underlying long stretches of Flipkart.

Flipkart first assistance is like Amazon prime premium membership administration.

Showcasing techniques utilized guaranteed client visiting the site normally and make a buy. By procurement of numerous other online locales like WeRead, Mime360, Chakpak.com, Letsbuy.com, and Myntra.com takes the organization to more prominent statures in the web based business industry in India. The site can sell 20 items for each moment and it's planning to contact INR 50 billion income by 2015.

Flipkart site gets colossal traffic each day, as per Alexa.com reports Flipkart.com is at 91st position comprehensively and sixth position in India. Taking a gander at the segment factors, guys are generally visiting the destinations as opposed to females. Individuals get to the locales from schools, home and work place out of which work places best in the rundown. Flipkart was adored by individuals for its straightforwardness of the sites, simple installment process, fantastic conveyance, limits, offers and advancement. As market pioneers in India Flipkart making the most of its excursion over the most recent seven years with 10000 workers.

Day that had any kind of effect

On October sixth, 2014 Flipkart went for a greatest arrangement in the Indian history it gladly called it as "Bigbillionday". On the enormous multi day, Flipkart disclosed to it will sell various things at Rs.1, 30% off on advanced mobile phones, PCs at Rs.15000 beginning value, design and scents at half off, toys at half off, bargains and fortunate draws each hour. Flipkart sold Nokia Lumia 525 at 90% markdown, Kodak cameras at just Rs.1195, Galaxy tab 2 was simply sold at Rs.1390 and Karbonn Mobile A5i was sold at Rs.99. Sachin and Binny were working nonstop and 9000 or more representatives were laboring for 12 hours and more to accomplish targets.

Dates for the deal was not fixed haphazardly, it was fixed dependent on the historical backdrop of Flipkart. October 6 – tenth was picked in light of the fact that Sachin and Binny began flipkart from a condo numbered 610 seven years back. The large multi day was advanced through social medias, messages, and television advertisements which caught eye of a great many individuals across India. At the point when the deal was opened on sixth October 2014 by 8 am, numerous things occurred.

On that day the site got one billion hits and had the option to accomplish its objective of USD 100 million in only 10 hours. Sachin and Binny Bansal had the option to accomplish what they focused on.

Regardless of the achievement, there were odd things occurred on that day. Missionsharingknowledge.com distributed a post titled "Flipkart's The Big Billion Day – an evaluating SCAM?" which showed lifted costs for some items only scarcely any days prior to the Bigbillion day.

Clients were anxious to get the offer however they were not ready to snatch one as they anticipated. Since the desire for clients was helped past the utmost by advancements it reverse discharges on Flipkart. Flipkart made enough game plan to help "n" number of guests by sending 5000 servers however the servers slammed and individuals were not ready to arrange items. Individuals began to ridicule Flipkart in twitter and face book. Flipkart's image name got discolored on that day since the verbal exchange was negative.

Individuals likewise guaranteed that the vast majority of the items left stock in a couple of moments minutes; additionally items were dropped by Flipkart itself Indeed, even clients were irritated by profoundly swelled costs and misinterpreted value limits. Adding to the stresses papers and bloggers composed over Flipkart's presentation on October sixth. Indian express clearly told - 'Huge Billion Day' deal gets Flipkart a huge number of miserable clients.

Flipkart didn't confront issues just with clients; they likewise confronted issues from the contenders. Snapdeal.com added stresses to Flipkart by putting a notice taunting the bigbillionday. The ad said "For other people, it's a major day. For us, Today is the same" – Best arrangement ensured. Consistently. This notice showed up in the first page of Times of India and at the closing page Flipkart ad was distributed. Amazon made a precarious move they purchased bigbillionday.com area, if a client gets into that space it will naturally diverts the clients to amazon.in. Clients even contrasted the offer costs and other e-rears and discovered they are offering items less expensive than the offer costs of Flipkart. These data circulated around the web in twitter and face book. Twitter got part of tweet with #bigbillionday #checksnapdealtoday. Individuals

began to scold flipkart in the online life and they said it's not Flipkart it's really fakekart, flopkart, foolskart, etc.

Indeed, even clients were informed that they won't get items conveyed in Chennai and Madurai. Tamil Nadu clients were excluded from the fortunate draw. Clients from Tamil Nadu said "We do even purchase". Flipkart returned saying the Tamil Nadu government don't acknowledge fortunate draws according to their guidelines. Numerous clients announced the offer was ceaselessly changing in any event, during the buy.

Bigbillionday advancement caused Flipkart to accomplish its money related objective yet it lost its sheen as far as brand devotion. Next day, Sachin and Binny Bansal composed expression of remorse letter to clients and workers. The letter to clients discussed the value issues, specialized glitches, out of stock issue and site issue. To the representatives expressing they assume the whole liability for what has occurred on the bigbillionday. Conciliatory sentiment message from Flipkart irritated the displeasure of individuals, in only 39 minutes after their statement of regret message in Facebook page got 266 remarks and the vast majority of them were against Flipkart. Notwithstanding all chances Flipkart had the option to accomplish its objective and numerous individuals even composed great audit for Flipkart bigbillionday buy.

Large Promotion

Reflecting the buzz produced by 'The shopping extravaganza following Thanksgiving Sale' in the United States, Flipkart chipped away at a similar idea by presenting Big Billion Day deal for its colossal client base in India on sixth Oct, Monday. The organization did each conceivable exertion to advance this deal on practically all social, print and visual channels. Advertisements were made highlighting VIPs like Vir Das to advance this large day. Practically all day by day Newspapers on Monday were seen with a full page notice of this huge deal day.

In addition, a day prior to the deal, extraordinary customized message was sent to all the endorsers referencing importance of directing this deal on the date sixth Oct (610)

Enormous Response

As a reaction to the enormous advancement of the large billion deal, Flipkart got overpowering reaction from its clients since 8am. With a scope of energizing ideas on quality items and that too at problematic costs, an enormous reaction was normal. All the cheerful clients ensured that their desires were arriving at the ears of Flipkart. The reaction was high to the point that Flipkart got 3, 00,000 requests in only 6 hours length. It sold merchandise worth \$100 million in only 10 hours.

Enormous Bashing

In spite of the fact that, the 'Enormous Billion Day' figured out how to accomplish the record deals, yet when it came to building up close interface with the clients, it at last fizzled. During the day, clients swarmed the online networking with grievances running from swelled costs, non accessibility of items and furthermore nonaffirmation of their requests. To exacerbate it, Flipkart didn't significantly offer discount or dropping choice.

The deal was required to go for the duration of the day, yet it finished inside 7 hours. Generally speaking, the clients were not ready to get what they had really expected.



What turned out badly?

So what truly turned out badly on this day that irritated individuals to joke and slam. Did Flipkart think little of the shopping ability of more than 25 million online customers in India or was it only an instance of terrible arranging?

In actuality, this deal was a mix of inappropriate arranging and innovation. With such a large amount of publicizing and promotion made around this deal, such tremendous traffic ought to have been normal. It was the same as carrier deals where the least expensive seats get got early, leaving others baffled. Flipkart ought to have arranged for the quite a while back. Rather, it arranged for a war room where individuals observed the two deals and twitter channels while additionally following the coordinations.

In any case, for Flipkart it was a major day as they register a billion hits across gadgets, yet outperformed utilization of some other informal communication site during the day.

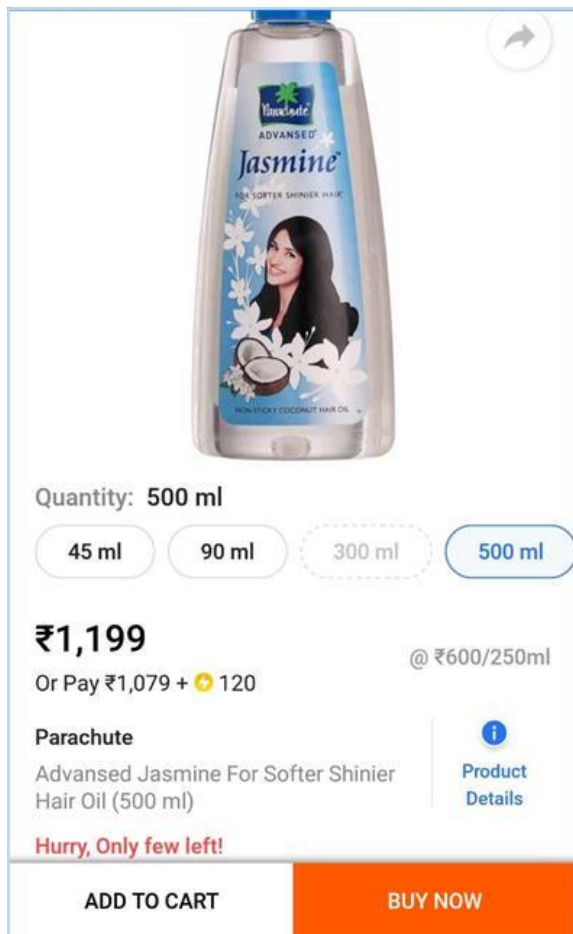
How did Flipkart fool individuals on the "Enormous Billion Day" deal?

Coming up next is a genuine episode looked by a client where it is seen that Flipkart is utilizing the absence of attention to sell their items, they are believed to sell an item which is estimated at Rs 199 MRP yet they have changed the MRP cost in the items and have displayed the item at an extremely low cost in their site which will compel any people psyche to make the buy and in this way Flipkart acquires a ton because of the clients absence of mindfulness.



This is parachute Jasmin hair oil and MRP IS 199 FOR 500 ML

and on Flipkart it is priced more than Rs.1000



Advertising Lesson Learnt

This notable deal was an exercise for both Flipkart and its rivals, for example, Snapdeal and Amazon. In future, before propelling any such sort of offer, better plans will be started so as to keep clients from getting disturbed and snared.

In addition, regardless of every essential advance, web based business organizations need to keep an eye out their means cautiously as purchasers are whimsical disapproved and would land up a spot where they show signs of improvement arrangements and administrations.

AMAZON'S THE GREAT INDIAN SALE



With the development of AI, Amazon can dazzle its clients by giving them a customized experience whereby when they open the site the client can get the items as indicated by their decision. Amazon's Great Indian Sale which comes during Diwali is praised with great enthusiasm by the whole nation the same number of the Indian families continue sitting tight for the whole year in order to make buys and benefit the enormous limits offered by the site.

Online retailer Amazon India guaranteed that its leader bubble season deal, the Great Indian Festival, was its greatest regularly shopping occasion, and said that more clients shopped on its online commercial center during the deal than on some other internet business webpage.

Amazon India on Friday guaranteed that it had gotten a 44% portion of absolute clients and shopping volumes, which was higher than any of its rivals.

Subsequent to contrasting costs and different locales, Amazon prescribes the measure of limits to its dealers on items, yet doesn't drive them to embrace these recommended costs. Vendors, be that as it may, wind up keeping these recommended costs since Amazon funds the limits. This is the means by which it works: toward the finish of a specific period, merchants send a charge note to Amazon titled "limited time

financing". This note contains the measure of markdown that the vender gave on clothing, gadgets, toys and different items sold on the site. Amazon at that point pays the dealer with a money order and now and again, likewise gives extra cash as the merchant's edge. This charge note is well beyond what Amazon gathers from the client.

The charge note likewise incorporates administration charge that the vender gathers from Amazon on the measure of the limits. The vender at that point pays the administration expense to the focal government. In actuality, the measure of limits are right now being treated under focal assistance charge laws as opposed to state charge laws.

For example, if an item estimated Rs.100 is sold for Rs.70 by a merchant on Amazon, the online retailer will gather Rs.70 from the client, save a cut for itself, and give the rest of the returns to the vender. At that point, Amazon will likewise give the dealer an extra add up to represent the rebate offered by the vender. This sum could be Rs.30 or lower. This technique possibly represents an issue for state charge specialists. Duty is regularly charged on the item when there's an exchange of proprietorship.

On account of web based business, deals charge is gathered on the expense of the item and afterward on the cost at which it is offered to the last client. On the off chance that an item is sold on a site beneath the cost—as it occurs sometimes—at that point the expense gathered from the client is a lot of lower than what was paid initially. Right now, dealer would possibly be qualified to get a duty discount from the concerned state charge office.

The huge offers offered by Amazon' s Festival

• Gadgets and machines

The Great Indian Festival is offering no expense EMIs on more than 30,000 items just as energizing trade offers with moment markdown and doorstep get. These enormous machines are additionally available to be purchased at up to 55% off.

Top offers incorporate Apple MacBook Air for Rs 44,990 - down from Rs 77,200, Samsung Double Door fridge for Rs 19,430 - with up to Rs 3,300 off on trade with an old one, Bosch 6.5 kg Front Loading clothes washer for Rs 25,490.

UP TO 60% OFF
TVs & Appliances

NO COST EMI SCHEDULED INSTALLATION EXCHANGE OFFER

Up to 60% off
Smart HD Televisions

Starting ₹17,990
Front load washing machines

EMI Starting ₹699
Inverter Air conditioners

Starting ₹37,999
Frost-free Refrigerators

iTV SAMSUNG Whirlpool LG

- Cell phones and extras

amazon.in

Shop by Category - Your Amazon.in Today's Deals Gift Cards Sell Customer Service

Exclusive offers only on the app

Hallo, Sign in Your Orders Try Prime Your Lists Cart

Sign in

amazon **GREAT INDIAN FESTIVAL**

Live Now

Additional Cashback* 15% ON APP 10% ON SITE

OCTOBER 1st to 5th

Prizes worth ₹4 Crore* from

WAMAN HARI PETHE JEWELLERS

UP TO 10% OFF
Gold & Diamond Jewellery

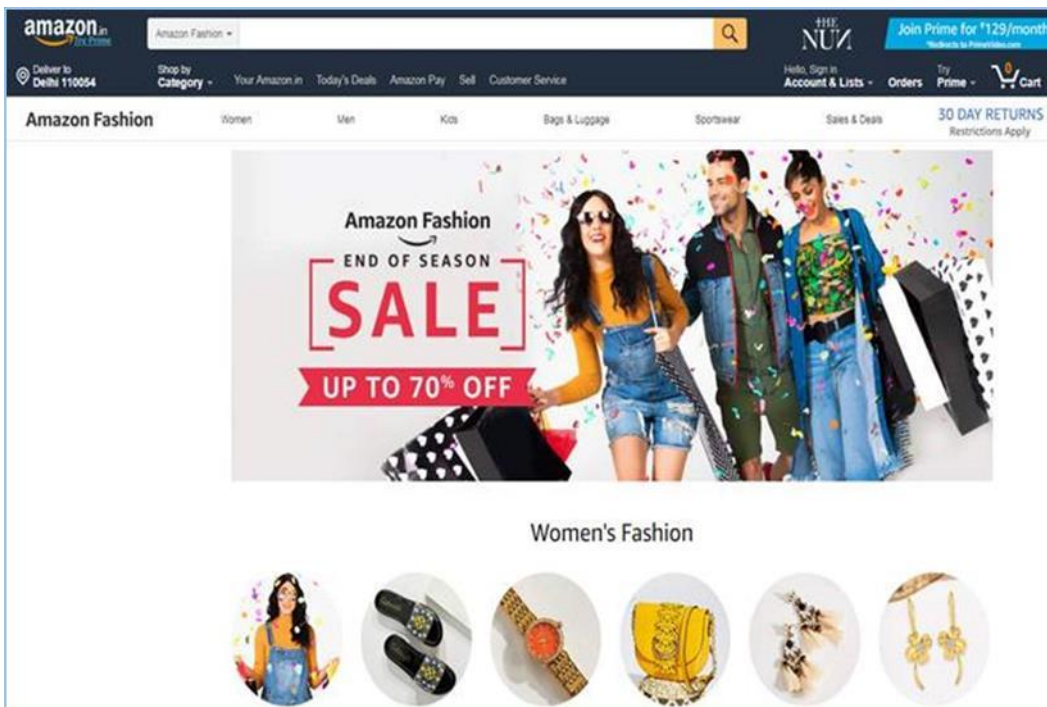
Sunglasses under ₹499

amazonPrime

With Flipkart propelling its cell phone deal today, Amazon is bullish right now, up to 40% off to its clients.

There are trade offers and no expense EMIs on LG telephones, up to Rs 4000 off on Motorola telephones just as Redmi 4A beginning at Rs 5,999 and Redmi 4 at Rs 9,499.

- **Fashion**



Amazon has been paying extraordinary accentuation on design, which has customarily been the turf of its nearest rival in the Indian online business space. With up to 80% off on ladies and men's style, it might be making an impression on its contemporary.

There are uncommon application just arrangements too including dry irons for a large portion of its cost, over 70% off on twofold bedsheets and window shades under Rs 300.

Clients will get 10% extra cashback for utilizing HDFC Bank cards. Customers can likewise profit of a 'purchase currently, pay one year from now' offer on utilizing HDFC Bank charge cards, which is basically making installments after three charging cycles. Clients of Amazon Pay will likewise get a cashback of 10% up to Rs 500. Moreover, 10 fortunate application clients additionally stand an opportunity to win 1 year of free travel from Yatra during Amazon's Great Indian Festival.

Other extraordinary ideas for Prime clients incorporate an opportunity to win a Fire TV Stick. They should simply watch five films or TV scenes on the stage's video spilling administration.

AMAZON FASHION SAVINGS CALCULATOR

OFFERS ↓	YOUR ORDER VALUE →					
	₹500	₹3,000	₹5,000	₹20,000	₹50,000	₹1,00,000
Fashion First purchase offer (Refer to Offer 2 above)	₹100	₹100	₹100	₹100	₹100	₹100
Fashion Cashback Offer (Refer to Offer 3 above)	-	-	₹1,000	₹1,000	₹1,000	₹1,000
SBI Debit & Credit Card Offer (Refer to Offer 4 Above)	-	₹300*	₹500*	₹2,000*	₹2,000* + ₹3,000**	₹2,000* + ₹8,000**
Effective order value	₹400	₹2,600	₹3,400	₹16,900	₹43,900	₹88,900
YOUR SAVINGS	₹100	₹400	₹1,600	₹3,100	₹6,100	₹11,100

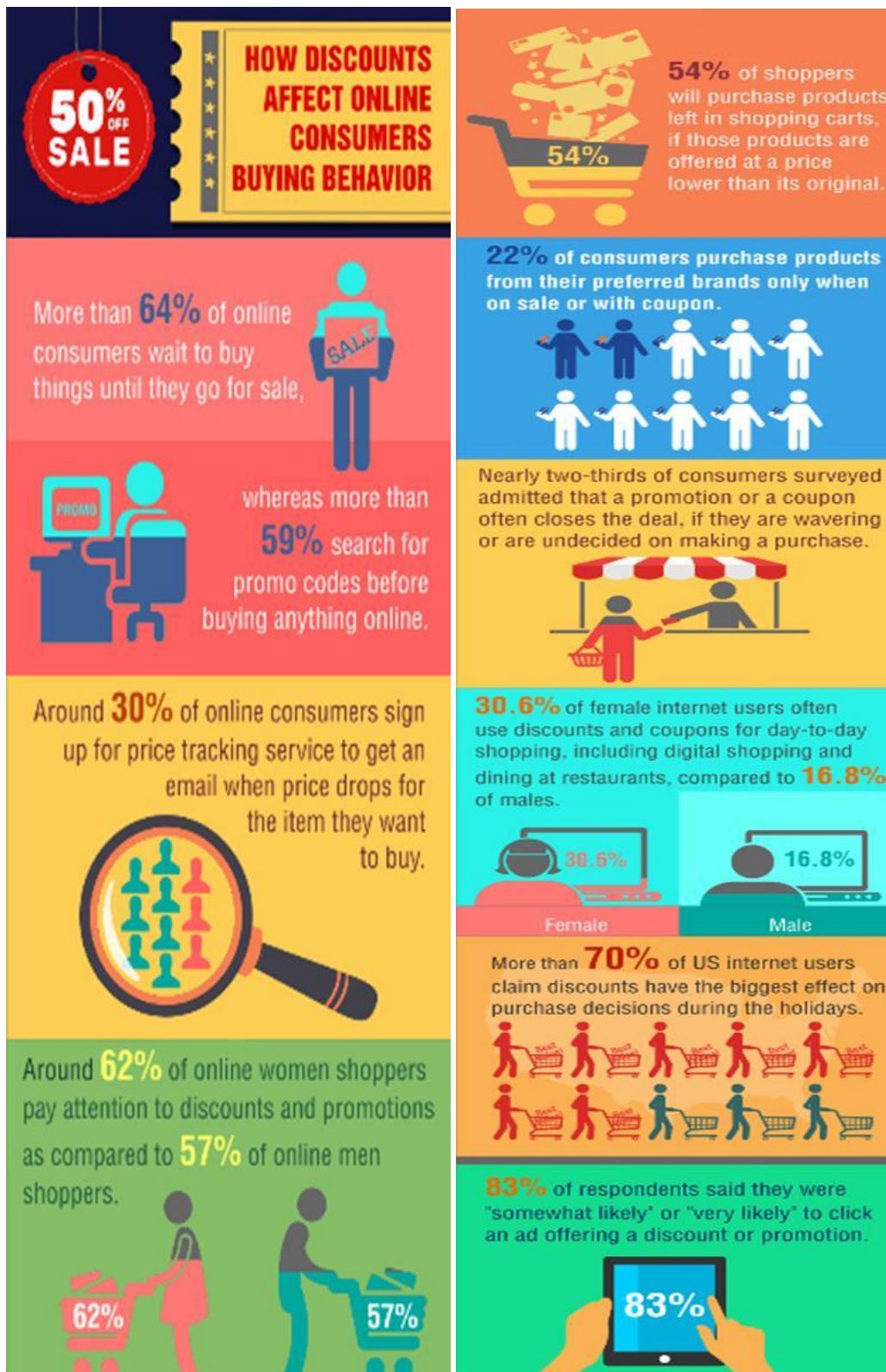
*SBI Instant Discount - 10% Instant discount up to ₹2,000 on minimum purchase of ₹3,000

**SBI Bonus Cashback offer - Up to ₹8,000 cashback on total purchases above ₹50,000. Extra cashback will be processed by 5th Jan' 20.

VIEW TERMS & CONDITIONS BELOW

No Cost EMI on shopping above ₹3,000*

Consumers Psychology during discount season in the Ecommerce apps



All the more regularly it is seen that it is the enthusiastic piece of the cerebrum that powers the individual to make a buy on the grounds that toward the day's end it isn't

the quality that issues however the rebate number present on the item that grabs the eye of the individual. So the organizations play with the brains of individuals by charging a less cost for the item and consequently winning a tremendous deal and productivity and immense client maintenance which is very beneficial to the organizations.

Value discernment is everything. In the event that the shoppers imagine that they are getting it, at that point they will be progressively disposed to make a buy. Who doesn't cherish deal items? As indicated by Invespcro, limits can have a gigantic, positive effect on your deals.

A client will probably set out to purchase an item in the event that they see that the sticker price has been limited. Typically, the client isn't worried whether the limited sticker price is in reality not exactly the estimation of the item. The minor inclination that they are purchasing something at a deal cost is sufficient to convince them to put in a request. This clarifies why a mind larger part of customers focus on advancements, limits and coupons.

When there is value decrease, they will act. In actuality, about 30% of shoppers state a coupon is sufficient to make it all work out. In addition, 83% of buyers state they would generally click an advertisement on the off chance that it offers an advancement or rebate. A few investigations have indicated that astute limits work. Insofar as customers accept they are getting a similar quality and amount at a lower cost than the past one or the contender's one, deals will increment.

Notwithstanding improved deals and traffic, offering limits accompany different points of interest. Giving your clients an extraordinary incentive for good quality administrations and merchandise can build their dedication to your image. This is particularly valid for new clients. When a client has attempted your item, they can without much of a stretch become rehash clients. Likewise, offering limits may push you to rapidly discard old stock or slow moving items and produce brisk money for different business tasks. Now and again auctioning an item at 80% off the ordinary value bodes well. For example, in the aircraft business, the seats that have not been reserved have no incentive to the carrier. So it is smarter to sell the rest of the stock at a markdown than flying with a vacant seat.

How are the internet business organizations ready to Manage to Sell Below The Market Price?

What Really Happens:

Enormous online retailers like Flipkart, Amazon, SnapDeal and Junglee have bleeding edge examination capacities and devoted assets to look at costs of items on various sites and across stores. In light of these costs they recommend the cost at which the enrolled dealer should offer their item. This proposed cost is the place limiting occurs. The dealer isn't under any commitment to offer his items at these costs however since they get made up for the rebate component by the online retailer, there is not really an explanation behind them to not offer their items at the proposed cost.

How do Registered Sellers Get Compensated?

Toward the finish of every month or quarter, the enlisted dealer will send a charge note to the online retailer titled something like – "limited subsidizing bill". This note specifies the measure of combined limits at which the enrolled dealer provided the product during the period. The online retailer can settle this parity in any capacity the gatherings choose.

Web based business organizations bring in cash in 2 fundamental ways:

1. Fixed Price – a fixed month to month membership paid by the enrolled merchants to have their items on the stage (for example site) of the web based business organization. Sometimes the organization additionally charges a fixed shutting expense like 10 for each deal.
2. Commission – Depending on item classification, the organization charges the enlisted merchant a specific rate commission on the estimation of the item sold. This commission could go between 5% – 20%.

For what reason are E-business organizations getting into Logistics?

The greatest bit of leeway of getting into coordinations for web-based business players isn't the back-end combination as it might show up. Truth be told, coordinations is a major wellspring of extra income for these organizations. They gain

shipping/conveyance charges legitimately from the clients just as from the enlisted merchant (for getting and conveying the products from the enrolled vender to the client).

Following quite a while of consuming billions of dollars, one would expect Indian web-based business firms to begin bringing in cash yet the inquiry presently isn't when however, in the event that these organizations could ever turn productive?

All driving flat Indian online business destinations sell a similar stuff from similar traders to similar clients at similar costs. With no distinction in stock, organizations resort to fluctuating the costs through limiting to draw in customers, in this way making the business impractical. Except if web-based business firms begin to separate their contributions essentially from one another, I don't see things improving. There are sporadic selective arrangements on everything from Maggi to Moto G, however these are bad enough for long haul manageability, particularly if these arrangements need broad communications backing to get off the racks. Concentrate on explicit classes would have helped, however at some point or another, everybody who begins selling one classification rapidly includes each other class and sooner or later all destinations (or to be more with the occasions), all applications appear to be identical. Absence of separation among level locales makes an extra test. Assume Amazon and Flipkart gauge a couple hundred thousand clients will purchase the most recent Chetan Bhagat book, however the quantity of customers really copies. The distributor can create or secure the extra duplicates with no issue. A similar rationale remains constant for Samsung telephones, Apple iPads, Prestige cookers, Puma shoes, Biba tops, Titan watches and some other general product in light of the fact that online deals, in spite of the publicity, is as yet a little level of the general offers of these things. As it were, stock is never an issue. I call this the boundless stock hypothesis.

This game will end when capital runs out.

		Amazon	eBay	Flipkart	Snapdeal
Pricing <i>(Paid by registered sellers whose products are listed on the online platform)</i>	SUBSCRIPTION FEE (FIXED PRICE)	Rs. 499/ Month	Rs. 499/ Month	Free	Free
	CLOSING FEE	Rs.10/ Sale	Rs.10/ Sale	Free	Free
	PAYMENT GATEWAY FEE	Free	4.5% Paisa Per Fee + 12.36% service tax	Free	Free
	COMMISSION	5%-15%	1%-7%	4%-20%	4%-20%
Shipping <i>(Paid by the customers who order on their online platform)</i>	LOGISTICS PROVIDER **	Fulfillment by Amazon (FBA)	Powership	e-Kart	Tie up with GoJavas
	COST OF SHIPPING	Rs. 40 Rs. 149 for same day delivery Free delivery for orders above Rs. 499	Seller defines delivery cost	Rs. 40 Free delivery for orders above Rs. 499	Rs. 30 + Rs. 50 for cash on delivery (COD) Free delivery for orders above Rs. 300

Balance this with the fight for the taxi-hailing market. In the event that I am remaining on M G Road and hailing a taxi, my experience will be dictated by the inventory of vehicles accessible with the taxi organizations by then. On the off chance that Uber has better inventory, the ETA will be lower, taxis will show up quicker and the rider experience will be better. Ola can't address this issue by having a boundless number of vehicles on street on the grounds that there must be such huge numbers of autos, streets and drivers and stock is limited. Boundless stockpile of modest capital can't take care of this issue. After some time, most riders, autos, drivers will begin moving to one stage (say) Uber who will at that point rule the market. This is the restricted inventory hypothesis. This game will end when supply runs out.

LITERATURE REVIEW

• **Gupta (2014)**, in her paper “E-Commerce: Role of e-commerce in today’s business”, presents a comprehensive definition of e-commerce while isolating it from e-business. The paper enlists the different ecommerce models i.e. B2B, B2C, B2G and C2C, narratively analysing the nitty gritty of each.

• **Rina (2016)**, also elaborates the different applications of e-commerce in “Challenges and Future Scope of E-commerce in India”, at the same time, defining the degree to which they are operational in the country.

• **Windrum and Berranger (2002)** suggest that the commercial benefits of ebusiness lie in five areas. Firstly, firms are able to expand their geographical reach. Secondly, important cost benefits lie in improved efficiency in procurement, production and logistics processes. Thirdly, there is enormous scope for gaining through improved customer communications and management. Fourthly, the Internet reduces barriers to entry for new market entrants and provides an opportunity for small firms to reorient their supply chain relationships to forge new strategic partnerships. Finally, e-business technology facilitates the development of new types of products and new business models for generating revenues in different ways. According to Windrum and Berranger (2002) it is hypothesized that many of the factors affecting the successful adoption of new technologies such as e-business are generic in nature and that the successful adoption of internet technologies in part depends on how these are used in conjunction with the other technologies and management practices that form a ‘technology’ cluster.

• **Ayo (2006)**, investigated the prospects of e-commerce based on ability, motivation and opportunities (AMO) model and observed that virtually all companies have online presence. The paper reported the motivation and opportunities for e-commerce as low based on lack of e-Payment infrastructure and access to information and communication technology (ICT) facilities.

• **Melao (2008)**, the clear commonalities among these definitions, include the improvement of business processes and the use of ICT in intranets, extranets and the Internet to conduct business. He defines e-Business as the use of ICT as an enabler to

(re)design, manage, execute, improve and control business processes both within and between organizations. Thus, front and back-office integration and multi-channel integration become crucial in e-Business, which requires a challenging process improvement approach to support the necessary organizational, technological and social changes.

- **Mishra & Kotkar (2015)**, trace the timeline and development of B2C ecommerce in “A Study on Current Status of E-Commerce in India: A Comparative Analysis of Flipkart and Amazon” with its inception in the mid1990s 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 ecommerce markets in the west reaching their saturation, investors see tremendous potential in the Indian market, in the light of which, many startups have received funding from venture capitalists and private equity firms. China's Alibaba Group and affiliate Ant Financial became the largest shareholders of One97 Communications, the parent of Indian e-tailer Paytm, by investing \$680 million, in 2015

- **Aulakh (2015)**, To tap the potential of what it regards as “underdeveloped internet economy” of India, Japanese investment company and technology powerhouse Softbank invested \$627 million into online retailing marketplace Snapdeal and \$210 million in Ola cabs. (Mac, 2014). Similarly, New York firm Tiger Global Management has funded companies such MakeMyTrip, Decathlon, Flipkart, Myntra and Quikr. The availability of funds has presented a favourable ecosystem and growth opportunities for big as well as small companies. It has enabled local startups to survive in cut throat competition against foreign giants and has facilitated the penetration of

ecommerce to every facet of human life; such that the differentiation between e-commerce and traditional business is getting blurred.

• **Raghunath & Panga (2013)**, present a comprehensive analysis of various nuances of e-commerce while accentuating that, in present time every business activity, be it advertising, ordering, payment etc, can be performed in the digital ecosystem. The paper also enlists numerous points on the 12 importance of e-commerce which are responsible for its development as the new convention. It has enabled the creation and exploitation of new business opportunities, at the same time increasing the say of customers in the development of new products and services. E-commerce has not only augmented the performance of internal business management, but, has also enabled better customer relationships by promoting a business model that is essentially based on information sharing. The accessibility of internet connectivity and other online tools herald, a new revolution. • **Deshmukh, Deshmukh & Thampi (2013)**, recognize another important development: m-commerce, which they identify as a subset of e-commerce. “Transformation from E-commerce to M-commerce in Indian Context” reviews the current and potential status of e-commerce and mcommerce in the Indian market, while projecting the latter as the potential future. The paper discerns ubiquity, personalization, flexibility and immediacy as the singular advantages of m-commerce. The authors affirm the idea that smart phone penetration and rise in internet user base, mostly driven by youth, shall propel the growth of e-commerce.

Nicole Martins Ferreira(2019), the study highlights 20 advantages and disadvantages of ecommerce and explains in detail about each of them and it’s impact. In this article, you’ll discover the advantages and disadvantages of online stores so that you can decide for yourself if this is the right business type for you. These advantages of online business will help you stay excited and motivated throughout your entrepreneurial journey.

Rajat Sharma(2019), is a well known stock market analyst and commentator. He has covered Indian markets for over a decade and is regarded for consistently identifying early stage investment opportunities. Attorney by qualification, Rajat has done extensive work for improving corporate governance and disclosure standards.

Stacey Rudolph(2018), is from New York and is an author Business 2 Community.

She has written down a lot of articles like '14 reasons why you should take your business online', 'Why customer experience management is critical in business', 'Voice shopping is the next big thing in retail' and many more which are very useful.

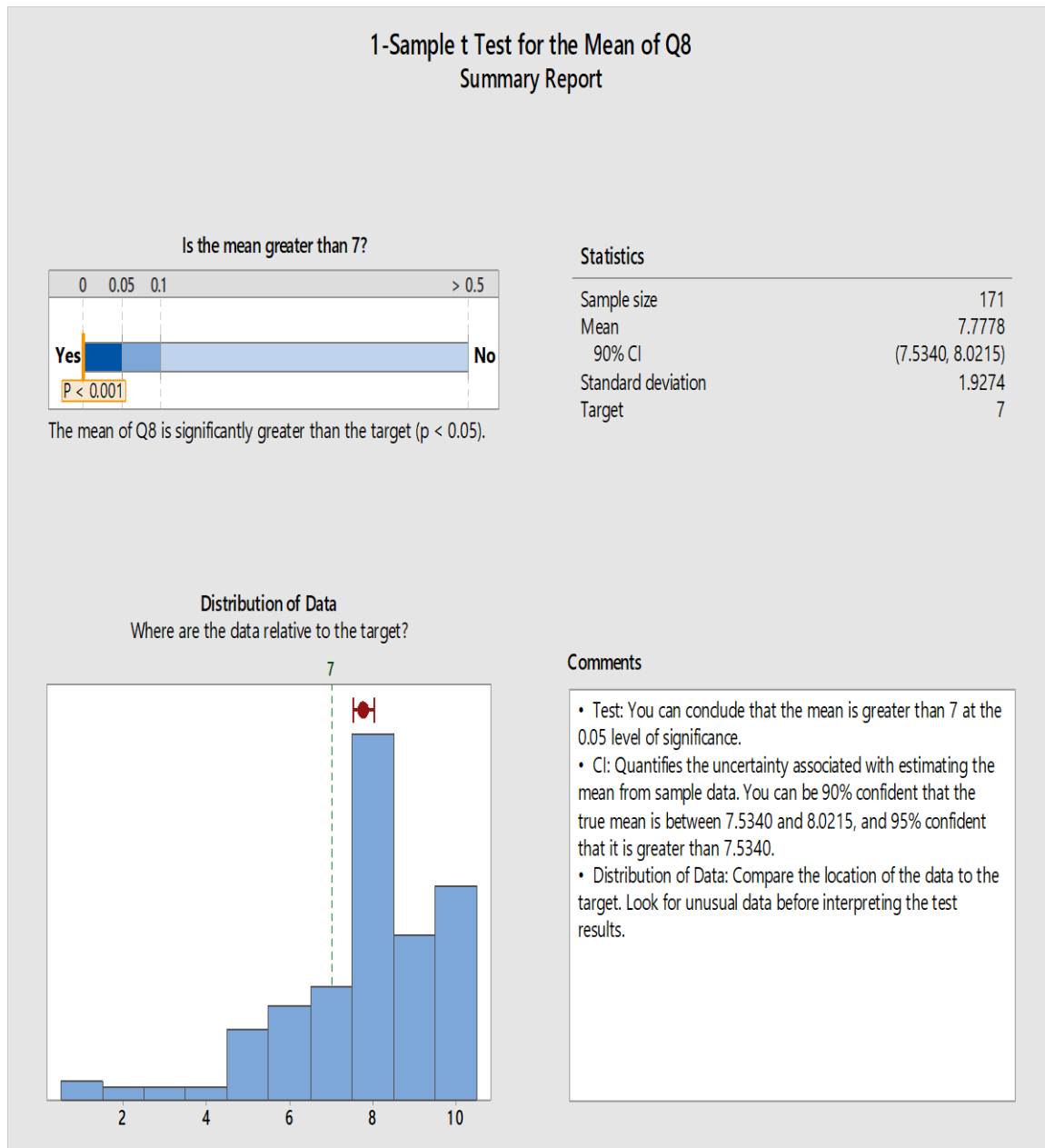
Nick Wrinkler(2020), is a contributor to the Shopify Plus blog and founder of The Wrinkler Group, a strategic communications firm that provides content marketing services to the world's best known brands, businesses and marketers. In the article he has written down about how what all the Ecommerce has to offer in the future and how it is very important for the businesses to consider it, to survive in the long run.

Abhishek Anand(2015), in the article, the author has mentioned about how Flipkart's Big Billion Days worked, what went wrong, what the customers thought about it and he also mentioned that Flipkart does not make any profits but they see their success on the overall number of registered users, average number of daily visits.

Devansh Sharma(2019), in the article has mentioned about the various tricks used by these ecommerce companies to trick the customers by giving them varied discounts as they play with the psychology of people and convince them to buying the product because of low cost so in the article it is mentioned that it is important to be alert and not to fall into the trap of the companies and should only buy the product if there is a need for the product.

ANALYSIS AND INTERPRETATION OF DATA

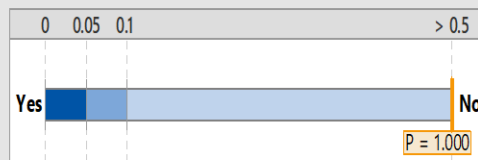
According to the research conducted it is seen that **Large Discounts**, μ_0 : do not influence people to make a purchase during the online festival period μ_a : do influence people to make a purchase during the online festival period



According to the research conducted it is seen that **Social Influence**, μ_0 : do not influence people to make a purchase during the online festival period μ_a : do influence people to make a purchase during the online festival period

1-Sample t Test for the Mean of Q9 Summary Report

Is the mean greater than 7?



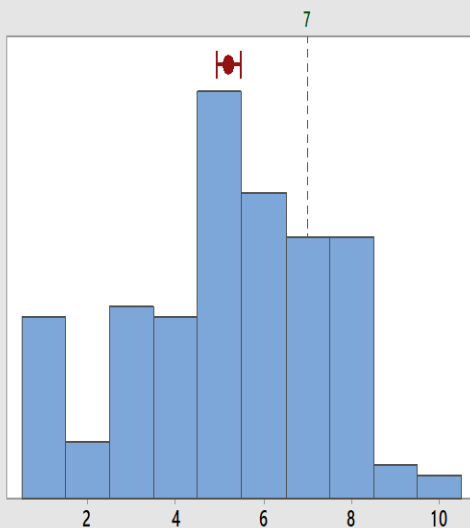
The mean of Q9 is not significantly greater than the target ($p > 0.05$).

Statistics

Sample size	168
Mean	5.2083
90% CI	(4.9287, 5.4879)
Standard deviation	2.1910
Target	7

Distribution of Data

Where are the data relative to the target?



Comments

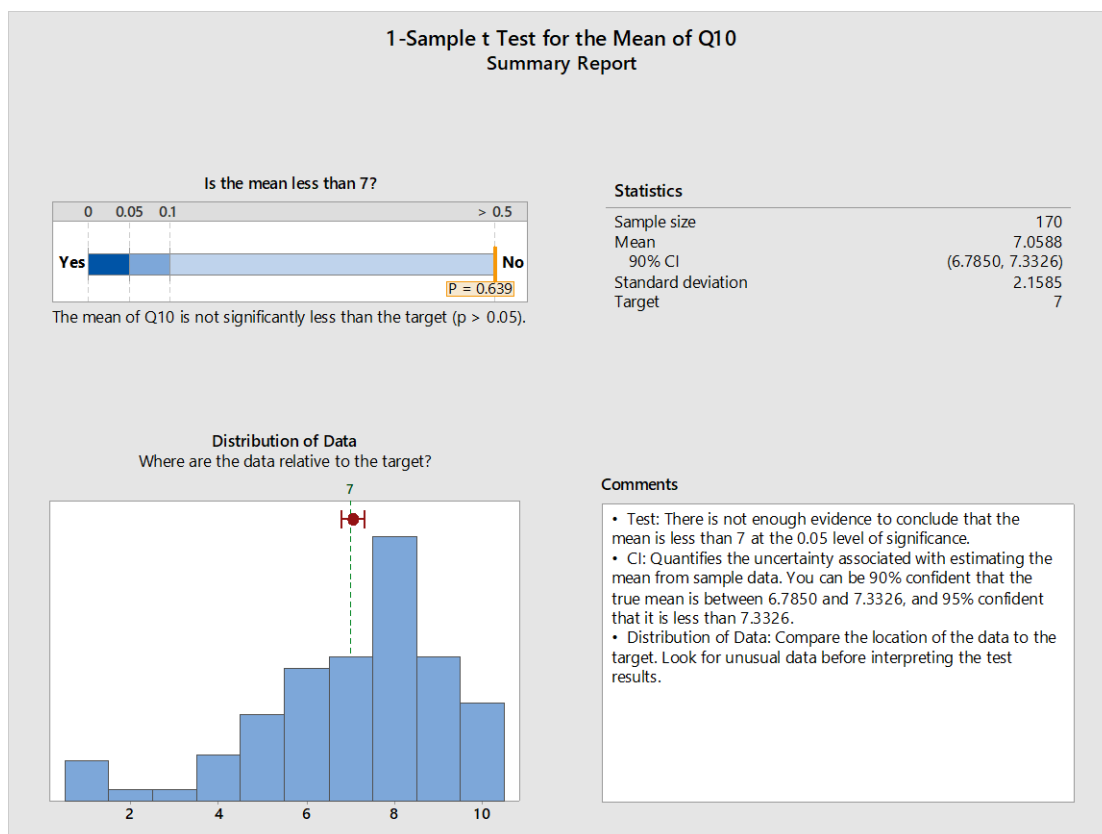
- Test: There is not enough evidence to conclude that the mean is greater than 7 at the 0.05 level of significance.
- CI: Quantifies the uncertainty associated with estimating the mean from sample data. You can be 90% confident that the true mean is between 4.9287 and 5.4879, and 95% confident that it is greater than 4.9287.
- Distribution of Data: Compare the location of the data to the target. Look for unusual data before interpreting the test results.

According to the research conducted it is seen that **New range of Products,**

μ_0 : do not influence people to make a purchase during the online festival

period **μ_a :** do influence people to make a purchase during the online festival

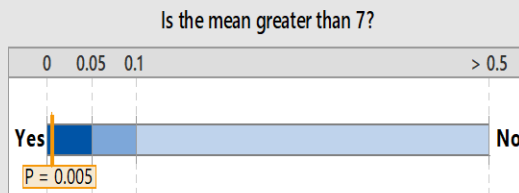
period



According to the research conducted it is seen that **Necessity** , μ_0 : do not influence people to make a purchase during the online festival period μ_a : do influence people to make a purchase during the online festival period

1-Sample t Test for the Mean of Q11

Summary Report



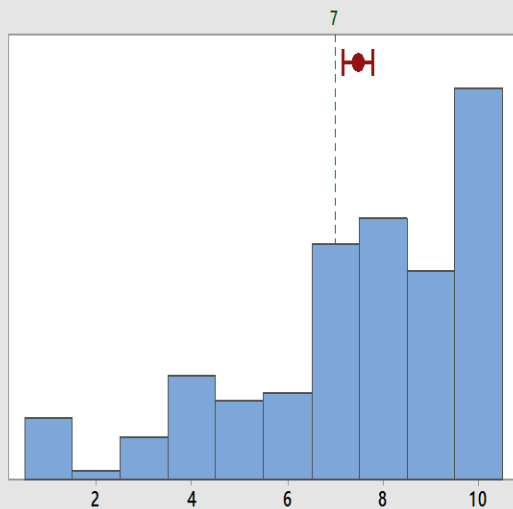
The mean of Q11 is significantly greater than the target ($p < 0.05$).

Statistics

Sample size	170
Mean	7.4824
90% CI	(7.1734, 7.7913)
Standard deviation	2.4355
Target	7

Distribution of Data

Where are the data relative to the target?



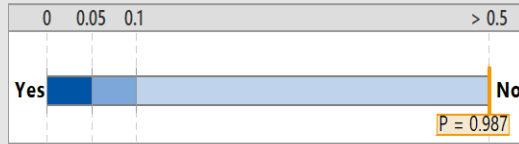
Comments

- Test: You can conclude that the mean is greater than 7 at the 0.05 level of significance.
- CI: Quantifies the uncertainty associated with estimating the mean from sample data. You can be 90% confident that the true mean is between 7.1734 and 7.7913, and 95% confident that it is greater than 7.1734.
- Distribution of Data: Compare the location of the data to the target. Look for unusual data before interpreting the test results.

According to the research conducted it is seen that **‘Buy 1 Get 1 Free’, μ_0 :** do not influence people to make a purchase during the online festival period **μ_a :** do influence people to make a purchase during the online festival period

1-Sample t Test for the Mean of Q12 Summary Report

Is the mean greater than 7?



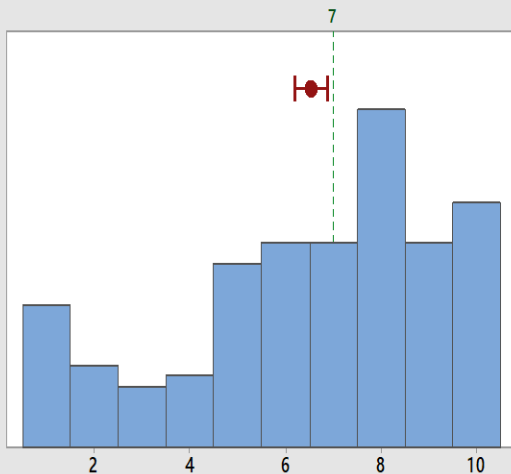
The mean of Q12 is not significantly greater than the target ($p > 0.05$).

Statistics

Sample size	170
Mean	6.5294
90% CI	(6.1849, 6.8739)
Standard deviation	2.7157
Target	7

Distribution of Data

Where are the data relative to the target?



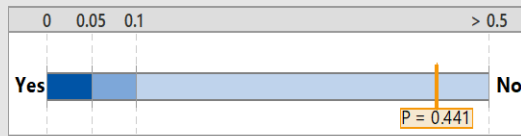
Comments

- Test: There is not enough evidence to conclude that the mean is greater than 7 at the 0.05 level of significance.
- CI: Quantifies the uncertainty associated with estimating the mean from sample data. You can be 90% confident that the true mean is between 6.1849 and 6.8739, and 95% confident that it is greater than 6.1849.
- Distribution of Data: Compare the location of the data to the target. Look for unusual data before interpreting the test results.

According to the research conducted it is seen that **‘Free Shipping’, μ_0 :** do not influence people to make a purchase during the online festival period **μ_a :** do influence people to make a purchase during the online festival period

1-Sample t Test for the Mean of Q14 Summary Report

Is the mean greater than 7?

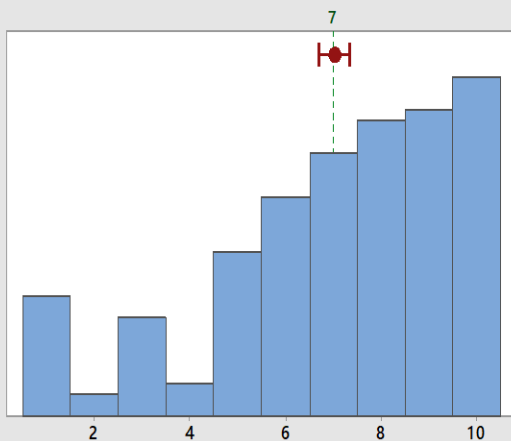


The mean of Q14 is not significantly greater than the target ($p > 0.05$).

Statistics

Sample size	170
Mean	7.0294
90% CI	(6.7036, 7.3552)
Standard deviation	2.5684
Target	7

Distribution of Data
Where are the data relative to the target?



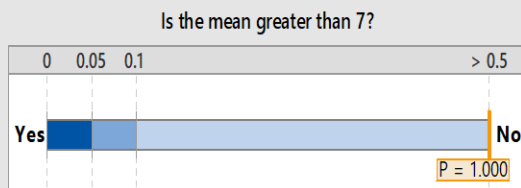
Comments

- Test: There is not enough evidence to conclude that the mean is greater than 7 at the 0.05 level of significance.
- CI: Quantifies the uncertainty associated with estimating the mean from sample data. You can be 90% confident that the true mean is between 6.7036 and 7.3552, and 95% confident that it is greater than 6.7036.
- Distribution of Data: Compare the location of the data to the target. Look for unusual data before interpreting the test results.

According to the research conducted it is seen that μ_0 : people do not wish to purchase an accessory with a product during the online festival period

μ_a : people do wish to purchase an accessory with a product during the online festival period

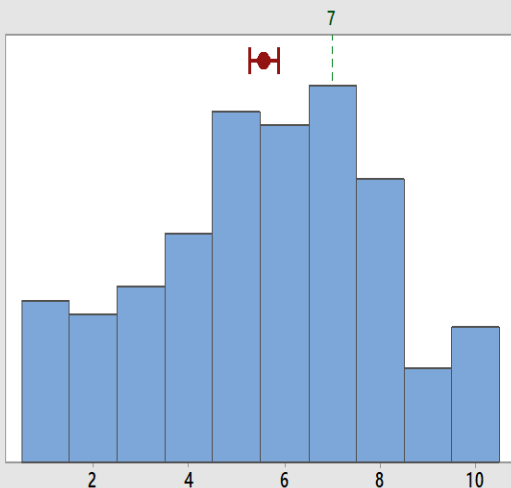
1-Sample t Test for the Mean of Q15 Summary Report



Statistics

Sample size	170
Mean	5.5765
90% CI	(5.2692, 5.8837)
Standard deviation	2.4222
Target	7

Distribution of Data Where are the data relative to the target?



Comments

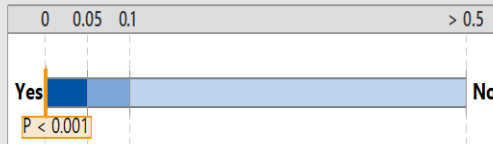
- Test: There is not enough evidence to conclude that the mean is greater than 7 at the 0.05 level of significance.
- CI: Quantifies the uncertainty associated with estimating the mean from sample data. You can be 90% confident that the true mean is between 5.2692 and 5.8837, and 95% confident that it is greater than 5.2692.
- Distribution of Data: Compare the location of the data to the target. Look for unusual data before interpreting the test results.

According to the research conducted it is seen that μ_0 : people do not wish to purchase a product not related to the product during the online festival period

μ_a : people do wish to purchase a product not related to the during the online festival period

1-Sample t Test for the Mean of Q16 Summary Report

Is the mean less than 6?

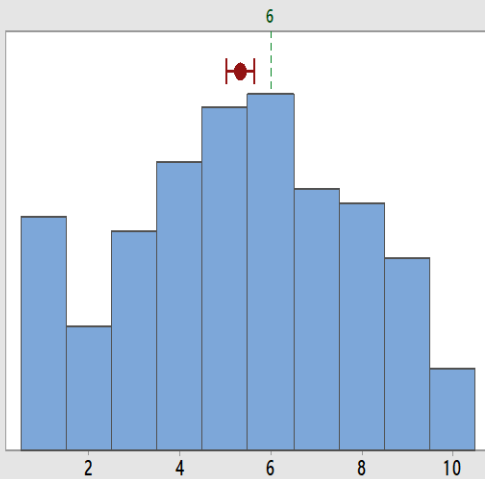


The mean of Q16 is significantly less than the target ($p < 0.05$).

Statistics

Sample size	171
Mean	5.3275
90% CI	(5.0120, 5.6430)
Standard deviation	2.4943
Target	6

Distribution of Data
Where are the data relative to the target?

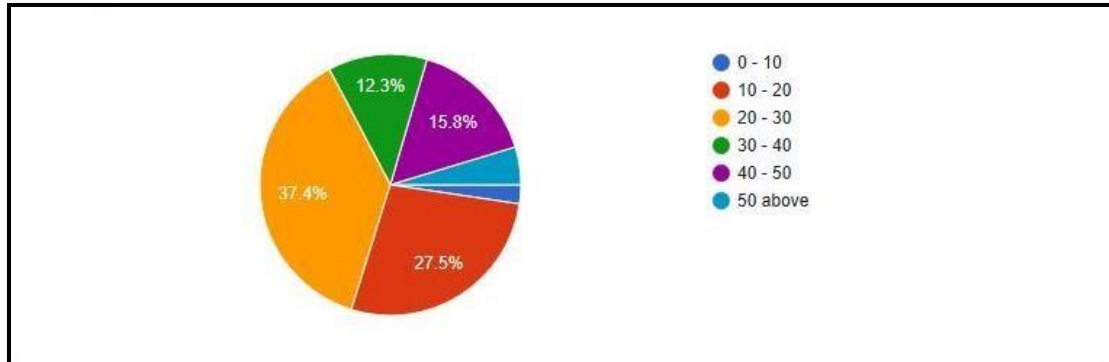


Comments

- Test: You can conclude that the mean is less than 6 at the 0.05 level of significance.
- CI: Quantifies the uncertainty associated with estimating the mean from sample data. You can be 90% confident that the true mean is between 5.0120 and 5.6430, and 95% confident that it is less than 5.6430.
- Distribution of Data: Compare the location of the data to the target. Look for unusual data before interpreting the test results.

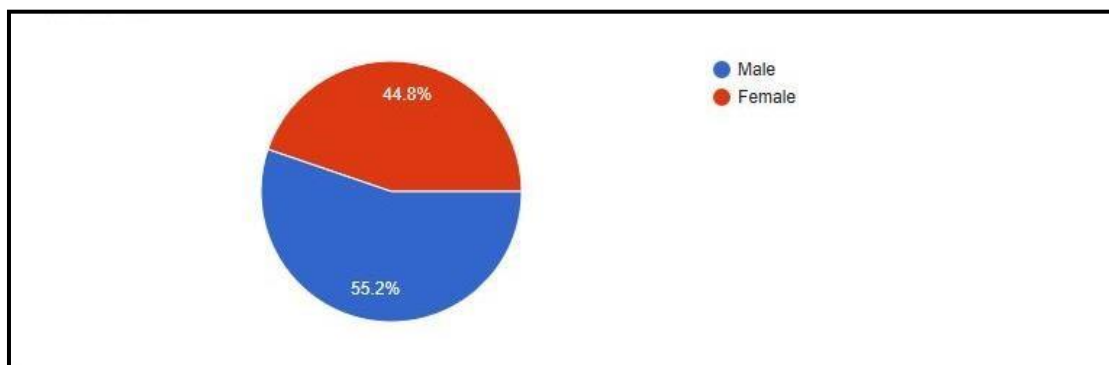
CLASSIFICATION & TABULATION OF DATA

1. Age



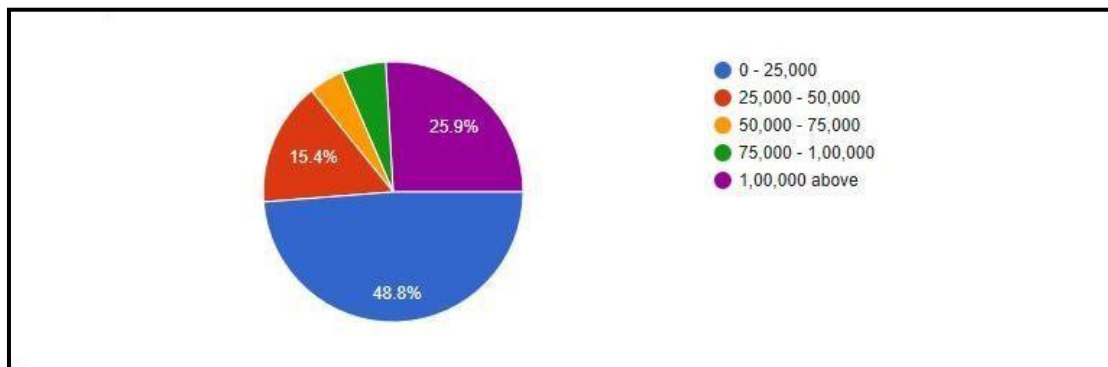
Inference: We can understand from the above pie diagram that the majority of age group lies between 20 – 30 who like to purchase different types of products during festivals followed by 10 - 20 age group.

2. Gender



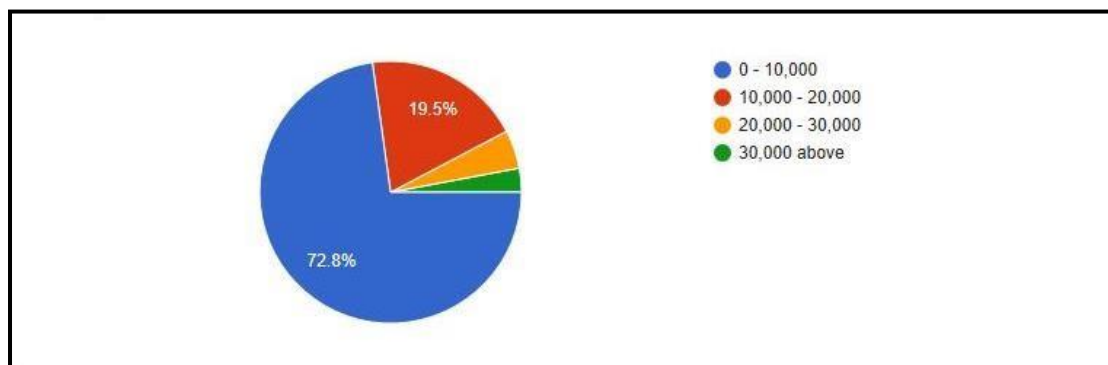
Inference: There were more responses from male respondents as compared to female respondents which concludes that more of men like to shop during festivals.

3. Income group



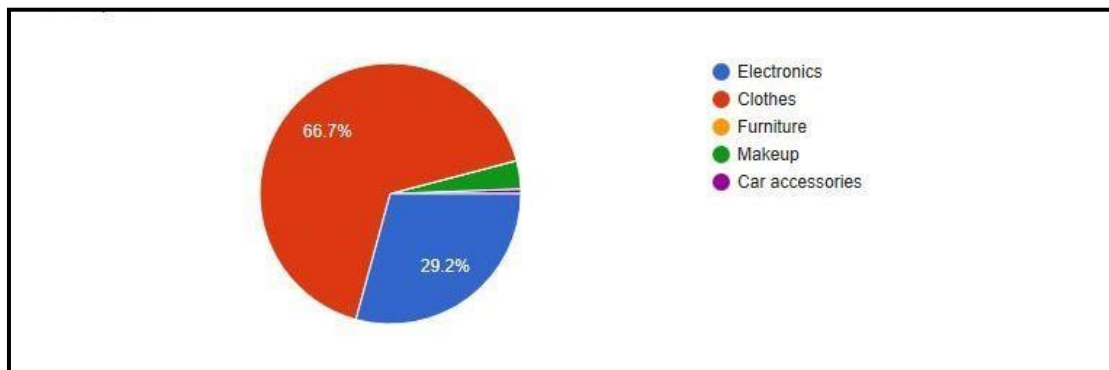
Inference: We can conclude from the survey that its major income group is ₹0 - ₹25,000 with low income likes to shop during festivals because of many offers and also they can get good products at the best price.

4. Amount spent on online shopping



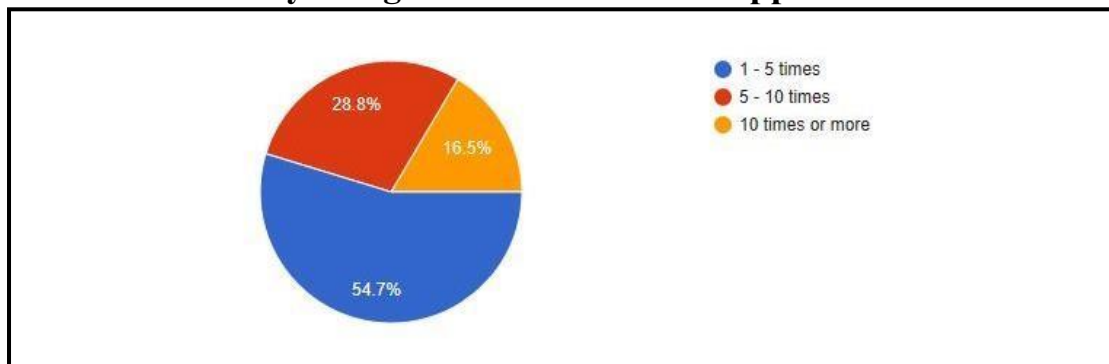
Inference: Majority amount spent on online shopping was found in ₹0 - ₹10,000 bracket as most of the people use website for their day to day usage .They are not confident about buying expensive products .

5. Frequent purchased category



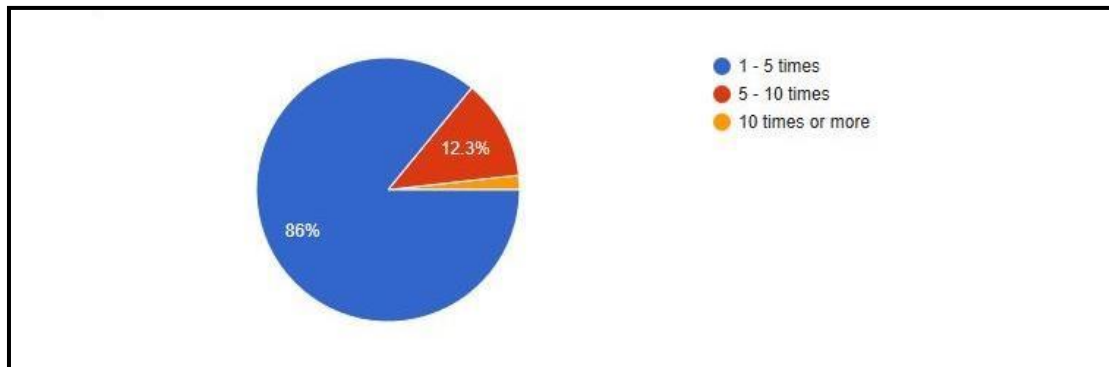
Inference: Clothes category is found to be the most frequently purchased category because consumers get clothes at the best price in good quality during festivals . Electronics is the 2nd most purchased category as consumers get at the best price unlike in offline shopping. Most of the people do not like to buy furniture or car accessories on online platform.

6. How often do you login in the ecommerce app in a month?



Inference: It is found that customers login 1 – 5 times in a month followed by 5 – 10 times in a month.

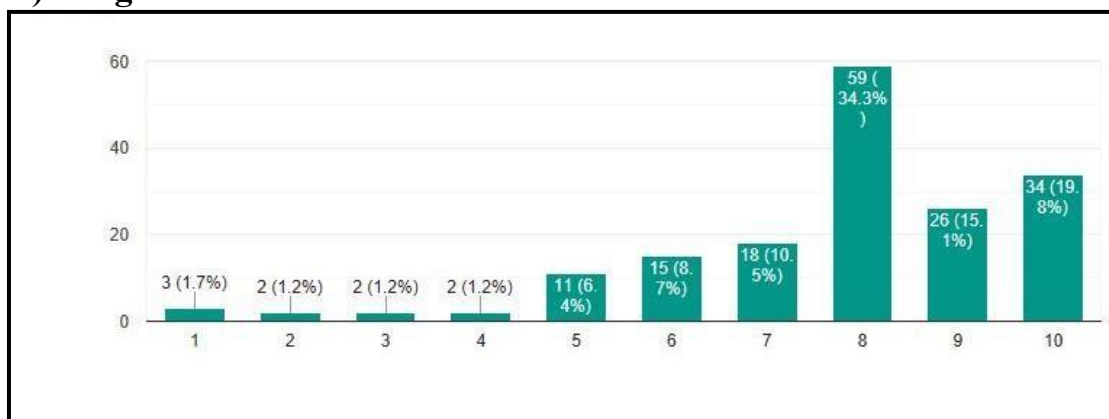
7. How often do you make purchases via the online system in a month?



Inference: It shows that online purchases via online system is majorly made in 1 – 5 times category followed by 5 – 10 times category .

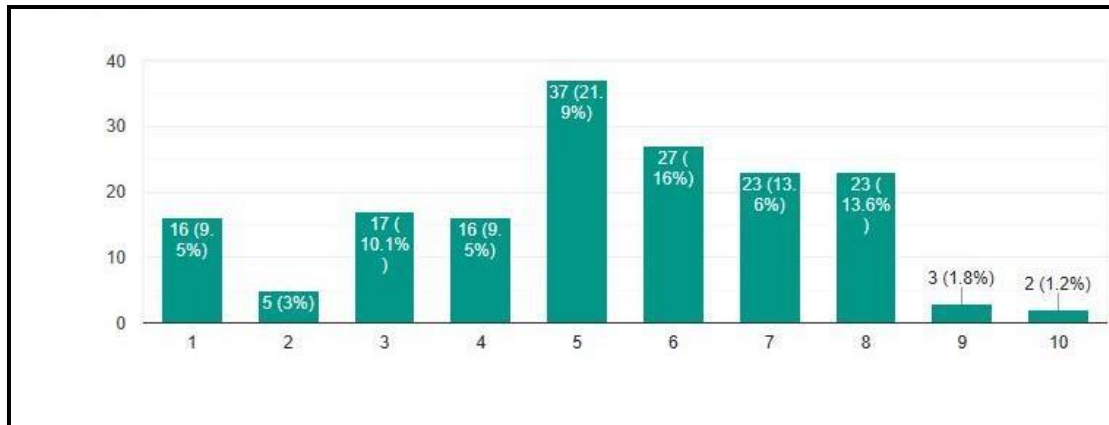
8. What are the factors influencing you to make a purchase during the online festival during the online festival period?

A) Large discounts



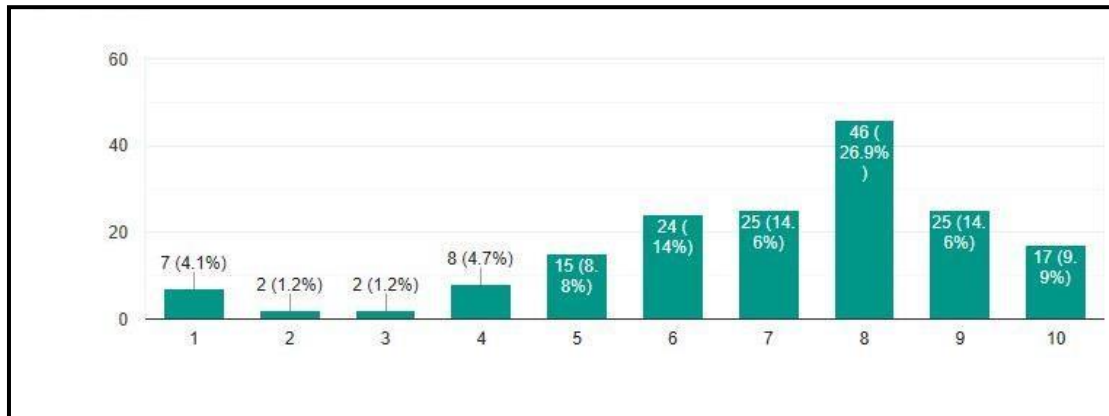
Inference: On the scale of 1 – 10, it shows 59 respondents rated 8 prefer large discounts i.e., followed by 34 respondents .

B) Social influence



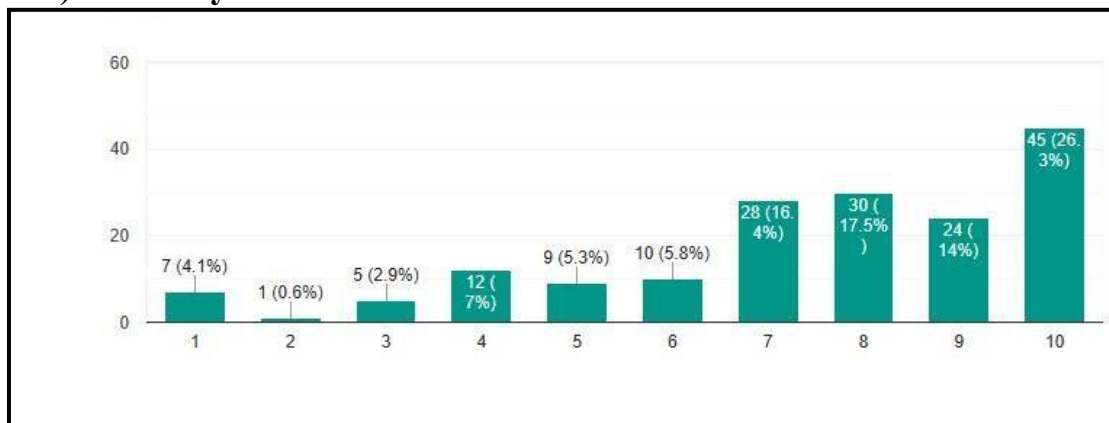
Inference: On the scale of 1 – 10, it shows 37 respondents rated 5 for social influence followed by 27 respondents rated 6 .

C) New range of products



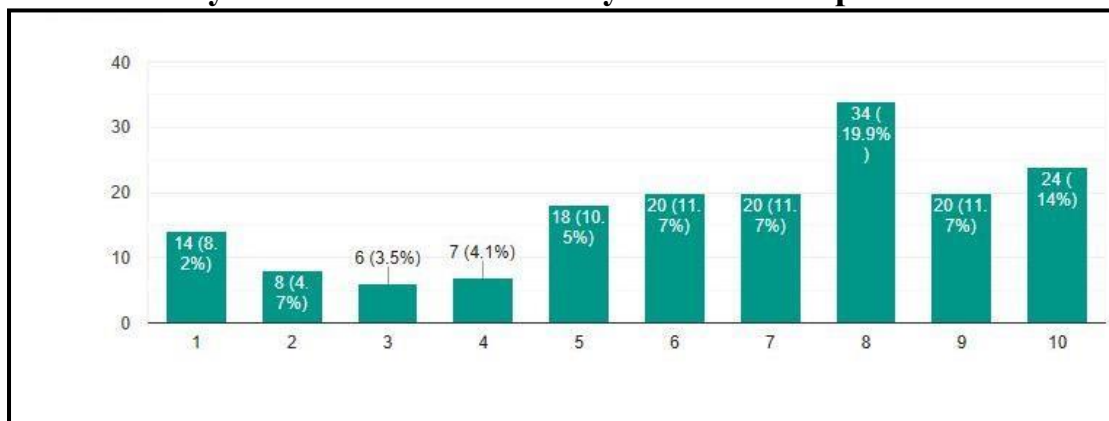
Inference: On the scale of 1 – 10, it shows 46 respondents rated 8 for new range of products followed by a tie of 25 respondents that rated 7 as well as 9 which is 14.6% for both.

D) Necessity



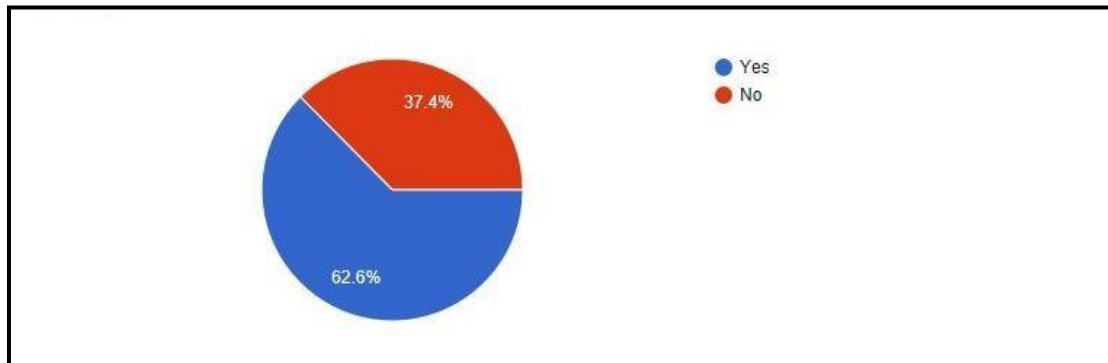
Inference: On the scale of 1 – 10, it shows 45 respondents rated 10 for necessity followed by 30 respondents rated 8 .

9. Does 'Buy 1 Get 1free' influences you to make a purchase?



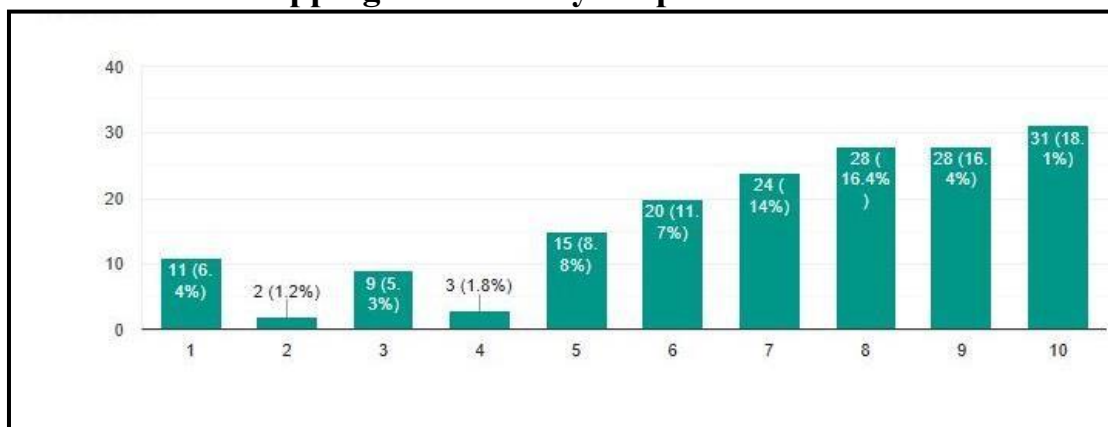
Inference: On the scale of 1 – 10, it shows 34 respondents rated 8 for Buy 1 Get 1 free i.e., followed by 24 respondents rated 10.

10. Do you read the terms and conditions associated with the discounted product during the purchase?



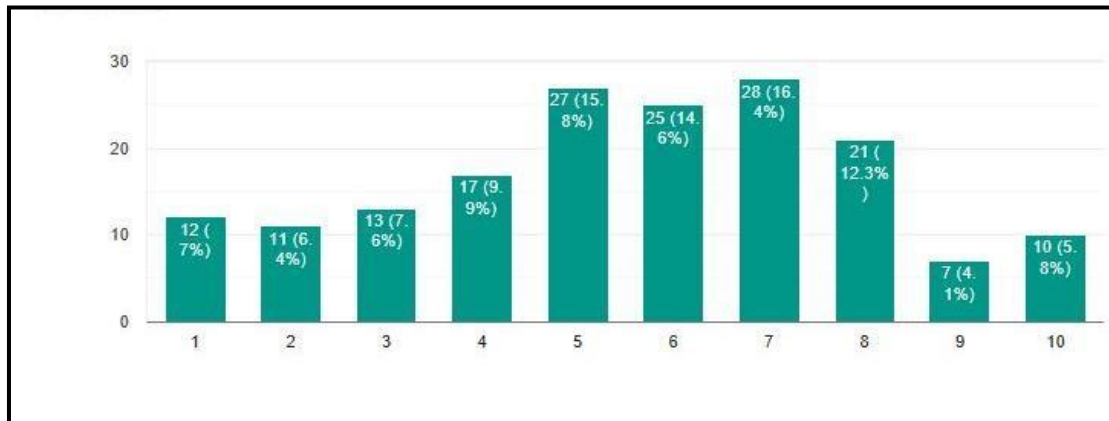
Inference: It represents that 62.6% of the people read the terms and conditions while 37.4% of the people do not read the terms and conditions with the discounted product.

11. Does 'Free shipping' influences your purchase?



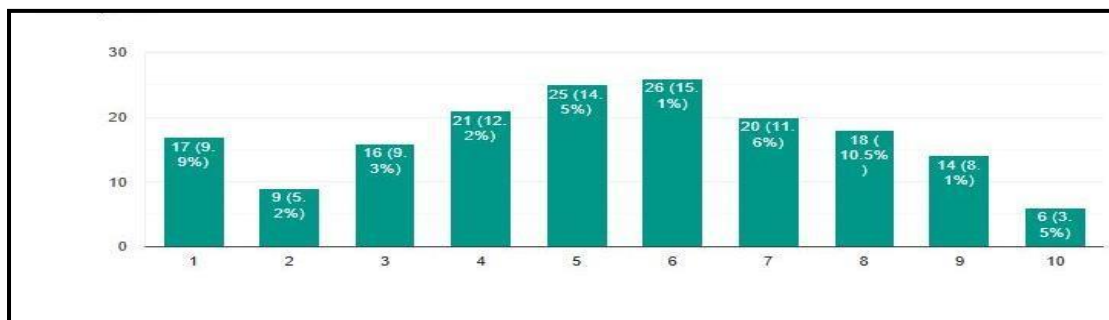
Inference: On the scale of 1 – 10, it shows 31 respondents rated 10 for Free Shipping followed by a tie of 28 respondents that rated 8 as well as 9 which is 16.4% for both.

12. On the scale of 1-10, how likely are you to purchase an accessory with the product you just purchased?



Inference: On the scale of 1 – 10, it shows 28 respondents rated 7 for how likely they were to purchase an accessory followed by 27 respondents rated 5 .

13. On the scale of 1-10, how likely are you to purchase a product not related to your existing purchase?



Inference: On the scale of 1 – 10, it shows 26 respondents rated 6 for how likely they were to purchase a product not related to their existing purchase followed by 25 respondents rated 5 .

CONCLUSION

After making a thorough study of the shopping festival/ sale culture online and the mindset of the Indian buyer, I can safely conclude the following:

The Indian buyer has realised the reasons why online sales are cheaper.

The ecommerce portals on the other hand, realising how real sales and discount can deplete their profits, have also learnt strategies to hoodwink the customer on certain products that get innocently overlooked by an unassuming buyer.

E-commerce is here to stay and the traditional store businesses are soon going to have to reinvent themselves or get on to the ecommerce bus before it's too late.

From strategizing new concepts for special days to matching the value for money these traditional stores will have to eek their way out of the gloom.

Almost all the major stores have their online shopping options available for the buyer, and having spoilt the buyers with delivery, money back etc it looks like ecommerce online shopping has arrived sooner than we thought ...

In conclusion I feel that the buyer should familiarise himself with the rules of this shopping game and make INFORMED choices for everything they purchase. More so because all information is now available at the click of a button!

The Impact of Shopping Festivals on the customers is that, people enjoy the great offers, offered by them but they have to make a smart choice so that they don't fall into the games of the Ecommerce companies.

SUGGESTIONS

Indian festivals have always been a significant driver of consumer spending in the country, and with the rise of e-commerce in recent years, online shopping has become a popular way for consumers to purchase goods and services during these festive seasons. Here are some suggestions on the impact of shopping on Indian festivals on the e-commerce market:

- **Increased demand:** During Indian festivals, there is typically an increase in demand for products and services, which leads to higher sales for e-commerce companies. This could be attributed to several factors, including the tradition of buying new items, gifting, and discounts and offers.
- **Boost in online sales:** E-commerce platforms have seen a significant increase in online sales during festival seasons in India. This trend is likely to continue as more people are becoming comfortable with online shopping due to the pandemic.
- **Competition among e-commerce companies:** With the increasing demand for online shopping during Indian festivals, e-commerce companies are competing fiercely to offer the best discounts, offers, and deals to attract more customers.
- **Logistics and delivery challenges:** With the surge in online shopping during festival seasons, logistics and delivery can become a challenge for e-commerce companies. However, companies are investing in technology and infrastructure to overcome these challenges and ensure timely delivery of orders.
- **Opportunity for new players:** Indian festivals provide an excellent opportunity for new e-commerce players to enter the market and compete with established players. By offering unique products, services, and offers, new players can gain a significant market share during the festive season.

In conclusion, Indian festivals have a significant impact on the e-commerce market, and companies need to be well-prepared to leverage this opportunity effectively. By offering competitive deals, investing in technology and logistics, and understanding consumer behavior, e-commerce companies can maximize their sales during festival seasons.

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