

Online Shopping:

- It is a form of electronic commerce where consumers directly buy goods or services from a seller over the internet without intermediary service.
- Due to rapid growth of technology, business organizations have switched over from the traditional method of selling goods to electronic method of selling goods.
- Online shopping websites: eBay, Flipkart, Amazon, Myntra, etc.
- Modes of payment: credit card, debit card, UPI, purchase order, net banking.
- Available methods of payment:
 - **Credit Card:** it is the most popular method which offers ease for the customer to pay.
 - **Debit Card:** also known as bank card is accepted by most of the online merchants.
 - **Payment Websites:** Websites like PayPal and Google pay offers a means of instant payment if both the parties have an account.
 - **Purchase Order:** a PO is a request or agreement to be paid at a later date for an order placed.
 - **Bank Transfer:** it is a method of transferring money from one bank account to another bank account.
- **Advantages:**
 - Convenience
 - Option availability
 - 24*7 availability
 - Saves money
 - No pressure shopping
- **Disadvantages:**
 - Delay in delivery
 - Lack of touch & feel facility

- Lack of interactivity
- Increasing frauds
- Lack of shopping experience

Traditional Shopping:

- It is a term used to refer to the way of doing shopping where you visit stores and buy goods.
- In traditional shopping one has to leave home, ride to a store in order to buy the products.
- In traditional shopping also multiple payment modes are used now-a-days.
- **Advantages:**
 - Personalized experience of the product
 - Immediate receiving of products
 - Direct contact with the merchant for support
 - Check the working of product & try the products personally
- **Disadvantages:**
 - Time consuming
 - Comparison of the products and its prices is difficult
 - Less offers
 - Sales executives often pressurizes a lot

Point of Difference	Online Shopping	Traditional Shopping
1. Flexible	Here you have to go to the nearby store to get the product.	It is done online so you don't have to go anywhere and purchase from you convenient place
2. Choices	Choices are less because one can purchase the product that is available in	Multiple options available at one place every time you

	the store. For more options other shops has to be visited.	want to buy the product.
3. Risk	No scope of difference between actual and received product, thus less risky.	One cannot try the product so there might be a difference between the actual and the received product, thus risk is increased.
4. Price	Customer has to buy a product at the price quoted by the seller.	One can compare the prices of different sellers easily and get it at a reasonable price.
5. Availability	The buyer has to visit different stores for different products.	The buyer gets multiple products at one platform only.

Case Study – Amazon

About Amazon:

- Amazon Inc. is an American international e-commerce company.
- It was started by **Jeffrey P. Bezos** in the year **1994**.
- Named after the Amazon River: a place that is “exotic and different”.
- It is a world’s largest online retailer.
- When many .com companies were not able to survive during the 90’s, Amazon managed to survive and is successful now.
- The structure of website will definitely make you to buy. Buying suggestions are based on your search.

Amazon’s Logo:

- The smile that goes from A to Z tells that the company is willing to deliver any product, anywhere in the world to its customers.



How to create amazon account:

- Go to “amazon.com”
- From “your account” menu on top right, click on “Sign-in” button.
- Enter the required details (such as your personal details, contact number, password, etc.) on the registration page.
- Click on “Create Account” button and you will be redirected to the Amazon’s welcome page.
- Add your payment options and details. (Your account → Payment methods) Enter the relevant details.
- Add your shipping address. (Your account → Account settings → Add New Address) Enter the address details and click on “Save and Continue”.

Features of Amazon Web Design:

- Two-fold purpose made clear:
 - Products can be easily searched and purchased.
 - The user is able to quickly find and purchase the product.
 - The seller is able to quickly process the online purchases and complete the transactions.
- Keep track of current user content:
 - Amazon uses cookies to keep a user logged-in and user's shopping habits are tracked and stored on server-side.
 - It dynamically customizes the user's experience based on prior searches, page views, wish-list additions, etc.
- Related items displayed:
 - One example of customized content is seen on the home page, which modifies the main content based on how the user has interacted with the product search feature.
- Improves search engine optimization:
 - It helps the seller to create a worldwide recognition of their products as it showcase all your items on Google or Yahoo's natural search results.
- Recommended items based on prior activity:
 - Recommended products are often shown to the customers for a personalized experience.
- Easy checkout and safe billing option:
 - The checkout option is highly beneficial for hassle-free transactions as it enables the customers to use their amazon account to make faster and reliable checkout.
- Prices compared to suggested retail.
 - Each product is displayed at a discounted price offered by amazon and a comparison of retail price.

- It is a simple feature which is clearly understood by the user as the retail price is strike out and amazon's price is visible.
- User-friendly mobile application as well as web application:
 - Apps for smart phone operators and tablets.
 - Fast and convenient app as well as website.

Drawbacks of Amazon:

- Not a complete social media integration (Twitter & Facebook account, but not integrated into the shopping experience).
- Cluttered website.
- No human contact.
- Fraud risk with 3rd party transactions.
- Amazon is not everywhere and differs from country to country.

Conclusions:

- To survive in the growing online market, user's shopping experience needs to keep up with new technologies & trends.
- The quality of the operations and logistics are within the level of the online user experience making the Amazon brand stronger.
- The concept used by Amazon is enough updated and new to keep pace with the increasing competition.

Case Study – Snapdeal

About Snapdeal:

- Snapdeal was founded in **2010** by **KunalBahl** and **Rohit Bansal**.
- Snapdeal is an Indian e-commerce company based in New Delhi, India.
- It basically focuses on lifestyle products.
- In June 2010, Snapdeal.com acquired Bangalore-based group buying site, Grabbon.com for an undisclosed amount.

Snapdeal’s Logo:

- It is visualized from the perspective of the happiest moment for an online buyer i.e. when they receive their 'box'.



Every box that is delivered contains not just a product but represents a new opportunity, an aspiration or the start of a journey for the consumers.

Snapdeal Sign-up Prodcedure:

- Go to snapdeal.com
- On the top right corner click on 'login" button.
- You will get 2 options: login and register. (if you already have and account click on login button or else create a new account)
- You can register through: mobile number, facebook, gmail account.
- Once your account is verified you can set up the password.
- Once your account is created you can buy anything using snapdeal.com

Features of Snapdeal:

- Snapdeal.com introduces unique **Scan and Sell feature** for sellers. (Automates the system to reduce errors caused while manually listing the products)
 - Snapdeal.com has launched a unique seller-aid feature ‘scan and sell’ for its seller mobile app.
 - This feature will enable the sellers to list their products for sale on the platform in less than 5 minutes with just a scan of the product’s barcode and keying in the pricing details.
- Constant innovation and good branding.
- Vast network of retailers across nation.
- Excellent service through convenient processes.
- Wide range of deals and transactions to choose.

Drawbacks of Sanpdeal:

- Services not available in all cities.
- It has the highest operating expenses.
- Dependence on internet only.

Conclusion:

- To survive in the growing online market, user’s shopping experience needs to keep up with new technologies & trends.
- Snapdeal provides a wide range of lifestyle products with the best possible deal which makes its customer base stronger.

Case Study – Flipkart

About flipkart:

- Flipkart Private Limited is an Indian e-commerce company, headquartered in Bengaluru, and incorporated in Singapore as a private limited company.
- The company initially focused on online book sales before expanding into other product categories such as consumer electronics, fashion, home essentials, groceries, and lifestyle products.
- Flipkart was founded in **October 2007** by **Sachin Bansal** and **Binny Bansal**, alumni of the IIT, Delhi and former Amazon employees.

Flipkart's logo:

- In terms of colors, the Flipkart logo is all about brightness and intensity. The palette of the badge is based on blue and yellow, the colors standing for quality and reliability (blue), and energy and passion (yellow). The combination of these bright shades makes the platform stand out in the list of its competitors.
- It also represents a shopping bag with a mark which gives the identity of flipkart.



Payment in Flipkart:

- Cash on delivery option available.
- It auto redirects the user to the banking site.
- Flipkart has added a prepaid wallet feature to its site, which allows the shoppers to store money and use it to purchase products without having to enter card or bank details again and again.

Flipkart's inventory:

- The products are all available in warehouse and when you order you get it after specified number of days.
- Flipkart has offices, warehouses and customer service centers across India.
- Warehouses are located in Bangalore, Chennai, Delhi, Hyderabad, Mumbai, Noida, Pune and Kolkata.

Reason for success:

- Product category selection:
 - Flipkart started with books first – book is a product with high margins, low maintenance, and easy to transport.
- Convenience:
 - Flipkart offered its customers to buy books without stepping outside their homes or offices. Considering the fact that flipkart's initial customers were corporate employees living and working in large metropolitan areas, the convenience offered by Flipkart freed the customer's leisure time while working.
- Supply Chain Efficiency:
 - By tying up with national courier companies in the initial days, they were able to ensure their first stage of their marketing via word of mouth, with customers telling their friends how quickly their orders were fulfilled.
- Focus on customer service:
 - While other ecommerce companies were spending more on their marketing, flipkart puts its money in customer service. This not only improved their conversions, but assured customers a personal touch where they felt that someone was concerned that they were inconvenienced.

- Discounts and free shipping:
 - When flipkart started as an online book seller, one of their biggest draws was the discounts they offered on each book.

How to create an account on flipkart:

- Go to 'flipkart.com'
- Click on sign-up button.
- Enter your mobile number and the OTP that you receive on your number. Click on sign up button and the account will be created.

How to buy products on flipkart:

- Logon to 'flipkart.com'
- Search for the desired product.
- From the displayed list you can click on the product and check its details (images, price, offers, description, etc.)
- Click on 'buy now' button and you will see all the order related details.
- Click on 'place order' button and then enter the delivery details.
- Select from the available payment options:
 - In case of 'cash on delivery' you will have to pay the bill amount when you receive the product
 - In case on any online payment mode, fill in the necessary details and the order will be placed once the transaction is successful.

Advantages of Flipkart:

- They have huge number of products in multiple categories.
- Flipkart has tie ups with multiple courier services and hence can deliver most of the products to most of the areas in time.
- Flipkart also launched clothing, sportswear and cosmetics range which are in demand in the market.

- Flipkart provides the customers with a good range of offers.
- Good quality, branded and non-damaged product delivery.

Disadvantages of Flipkart:

- It delivers products only in India.
- In certain areas of India also the services of Flipkart are not available.
- Sometimes it takes a lot of time to deliver the products in rural areas.
- Minimum order value for free home delivery is 500/-, while other sites are doing it in lesser value too.

Conclusion:

- To survive in the growing online market, user's shopping experience needs to keep up with new technologies & trends.
- Flipkart provides a large variety of products in almost every corner of India.
- It tries its best to provide best facilities to its customer to stand in a market with highest competition.

Case Study – IRCTC

About IRCTC:

- IRCTC stands for Indian Railway Catering & Tourism Corporation.
- IRCTC website has various kinds of information that helps regarding booking of tickets via railways.
- Users will be able to search the train availability, the exact fare, the arrival and departure time of the train and they can also book the ticket, etc.

Need for IRCTC:

- Maximum Indian population depends on “railways” for long distance travelling.
- Number of the reservation counters available to the passengers and customers are very less.
- So it takes a long time for any individual to book the ticket.
- The online railway ticket reservation system aims to develop a web application which aims at providing train’s details, train’s availability, as well as the facility to book tickets online for customers.

Objectives of IRCTC:

- To provide high quality catering services directly as well as through network of professionally competitive licensees and franchisees.
- To provide single window solution to its customers including train travel, road travel, air travel, hospitality, hotel accommodation and catering, etc.
- To promote tourism across the country especially for all segments of rail passengers.
- Using innovative practices of marketing and selling of quality products to increase productivity of man power and optimize resources.
- Develop superior standards of work ethics, cost control and quality management.

Services provided by IRCTC:

➤ **Tourism:**

- IRCTC provides exclusive tour packages all around the country. IRCTC provides arrangements for charter of full train coaches and cabins and programs for reserved berths through trains for promoting tourism.

➤ **Internet Reservation:**

- There has been a tremendous demand for ticket availability at the door step. This service will be expanded to various cities. The relevant website for internet booking is www.irctc.co.in

➤ **Food Plazas:**

- The IRCTC has planned to set up hundreds of food plazas across the various stations in the country. These are multi-cuisine kiosks catering to the vast numbers of passengers.

➤ **Call Centers:**

- The IRCTC has opened call centers. Any customer can dial from anywhere in the country to get information on Indian railways.

➤ **Other Services:**

- IRCTC time table is a comprehensive Indian Railways time table, which provides all information about running trains. Using the portal one can get the information related to all the trains' schedules.

How to create new account on IRCTC:

- Go to www.irctc.co.in
- Click on 'sign in'
- Fill in the username and check the availability of that name.
- Then enter all the required details into the registration form page.
- Then click on submit button.
- Click on 'ok' to continue.
- It will ask you to accept the conditions.

Activate IRCTC Account:

- After creating your account, you need to verify your mobile no and email id.
- Login to IRCTC page using your username and password.
- Click on ‘verify with mobile number with OTP’ and then enter the OTP that you have received on your mobile.
- You have successfully registered to IRCTC.

How to book railway ticket online on IRCTC website:

- Login to www.irctc.co.in
- Go to ‘Plan my travel’ page.
- Enter the source and destination city of your journey.
- Select the date of travel (you can book up to three months from the date of booking)
- Ticket type will be e-ticket.
- Select the quota (general, tatkal or ladies)
- Click on ‘find train’ to search for the trains.
- Now from the list choose your preferred train and the class (1A - first AC, 2A - second AC, 3A - third AC, CC - chair car, SL - sleeper class and 2S - second sleeper)
- Then it will display the available seats (WL – waiting list, RAC – reservation against cancellation and available seats)
- Now click on ‘book’ button and you will be redirected to Ticket Reservation Form.
- Now fill the form (name, age, gender, berth preference, etc).
 - You can book tickets for 6 person in case of general and 4 person in case of tatkal at a time
 - In case of senior citizens there are some discount schemes but you must have a valid ID proof.
 - If there is any child passenger with age less than 5 year you need to fill the details in the child section.

- Fill in the passenger's mobile number to receive the ticket on mobile through SMS that you can show to the ticket collector without taking a print of the same.
- Enter the Captcha code and click on 'GO' button and you will be redirected to the payment page.
- Select the payment type (credit card, debit card, Net banking, etc.)
- Enter the transaction details and once it is successful you will receive a mail and SMS of your e-ticket.

PNR number in Railways:

- PNR stands for Passenger Name Record.
- It is an important 10-digit number that represents train reservation information of the passengers in railway's database.
- It is written on the top left corner of railway ticket.
- PNR number includes following details.
 - Passenger details (name, age, gender, etc.)
 - Ticket details (train number, date, station, berth, etc.)
 - Payment details (transaction ID, payment mode, etc.)
- First 3 digit:
 - It tells us from which PR the ticket has been booked.
 - PRS stands for Passenger Reservation System.
 - PRS is a total networking solution to Indian Railways Passenger Reservation System.
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Case Study – GSRTC

About GSRTC:

- GSRTC stands for Gujarat State Road Transport Corporation.
- It is Gujarat state's own corporation that provides bus services in Gujarat and from Gujarat to its neighbouring states.
- It was started on 1st May 1960, the same day as the formation of Gujarat, it has grown exponentially.
- This growth was possible hardwork of massive 50000 workforce.
- Their efficient management and unfaltering support helped in building this massive transportation network with superior technical facilities.

Facilities of GSRTC:

- In 2009, 1500 buses were available out of which 20 were air conditioned, 50 were sleeper coaches and 2 were volvo buses.
- Ticket booking is easily available in online mood through mobile phones also.
- Volvo buses also provide the passengers with free WiFi facility.

Special services provided by GSRTC:

- Accomodating major railway schedules.
- Services for festivals.
- Building industrial zone connectivity.
- Building connectivity amon educational institutions.
- Connecting pilgrim places.
- Buses can also be taken by the public on a contract for special occasions.
- Online schedules for express buses.
- The inter-city services are well networked to all the major cities like Ahmedabad, Vadodara, Rajkot, etc.
- The services provide wuick and rapid transport modes.

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- Variety of buses available according to the speed, amenities and comfort. (luxury, semi-luxury, ordinary, intercity express, etc.)

Uses of GSRTC:

- To book or cancel bus tickets.
- To book tickets for the seats you're convenient with.
- To travel inter-city and inter-state with luxury.
- To get the details related to the buses (availability, schedules, facilities, etc.)
- To compare and calculate the fares with other bus services.

Awards:

- GSRTC has won the national award for fuel economy from the “India State Road Transport Undertaking” and “Ministry of Road Transport & Highwayin” 2006-2007.