

## **A study of five popular e-commerce websites in India**

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### **Abstract**

This paper analyses work style of five most popular e-commerce websites in India. E-commerce has taken an essential place in day to day life and become integral part of business. Many websites are serving consumers in this field. This paper is based on secondary data and secondary information about five most popular websites in India. Their products, payment options, delivery time, delivery charges, security of transactions are the key issues considered by consumers before placing order. This study gives a clear picture of e-commerce websites work style.

**Keywords:** e-commerce, website, consumers, online shopping

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### **1. Introduction**

Today use of internet has become essential in every part of life. Access of mobile and computer in everyone's hand made the use of technology an integral part of life. Reducing charges of internet, access of internet in cities as well as in villages and increased speed are some factors influencing the number of internet users positively. Use of internet is increasing in every field of life. Commerce is not untouched by this. E-commerce has become trendy wide-reaching as well as in India. Second most populated country with seventh largest geographical area, India has showed a great number of users of internet for e-commerce purpose. E-commerce means buying and selling goods and services online using internet with the help of laptop, computer, mobile etc. All major firms are promoting their products through internet. According to UCLA Centre for Communication Policy (2001), just after instant messaging/e-mail and web browsing, online shopping is third most popular activity liked by internet users. According to Liang and Lai (2000), online shopping consists of five basic steps just like traditional shopping. Customer realises need for a product or service and then go to internet for searching and comparing it with available alternatives. After selecting the best option, they perform the transaction completed by ordering for product and making payment. After sales services is also a part of this behaviour. Many websites are available in India providing e-commerce services. In this paper we are analysing the behaviour and business style of five most popular e-commerce websites providing their services in India.

### **Objectives of the study**

Main objectives of the study are to compare the business style of e-commerce companies in India. Knowing about delivery system, payment system, customer support system, product range, access and ranking of famous five e-commerce websites is the main aim of study.

### **Research Methodology**

Secondary information using various websites and magazines are used to make findings. Researches of many other authors are studied and useful information about given five websites are collected and arranged in systematic manner. After

tabulating the information, comparative analysis was done and findings were made.

### **Flipkart.com**

Company was founded by two alumnus of IIT, Delhi named Sachin Bansal and Binny Bansal in 2007. It is headquartered in Bangalore, Karnataka. At the start, company used to sale only books online. Later it expanded its business to electronic goods, mobiles, home appliances, fashion accessories, games, movies, cameras and many other products. Now it is selling cameras, pen drives, headphones etc. with own product range named 'DigiFlip'.

### **Payment methods**

Flipkart accepts a variety of methods of payment. It accepts all major debit cards and credit cards. Net banking, e-gift voucher and wallet also can be used to make payment. Customers feeling difficulty with online payment method can also use the cash-on-delivery payment method for the shopping up to Rs. 50000. Flipkart also provides EMI payment option with minimum purchase of Rs. 4000.

### **Delivery charges**

Delivery charges are different for different sellers. Mostly sellers provide free home delivery for order of Rs. 500 or above. Otherwise Rs. 30 to 50 is charged by sellers for home delivery.

### **Access**

Order can be made in India or other 21 countries but delivery of product is made only at Indian address.

### **Time**

Flipkart provides service 24 hours for all 7 days of a week. Delivery time varies with location. Delivery is made within one week (2 to 7 days) in the areas where main courier companies are providing their services. One to two weeks can be taken for delivery in the area where delivery is made Indian Postal Service's registered post.

### **Security**

256- Bit encryption technology is used by Flipkart to protect

card information. 3D secure password and trusted payment gateway adopted by bank is used to process cards for payment.

### **Alexa ranking**

World rank: 144. Rank in India: 10.

## **2. Snapdeal.com**

This company was formed and established by an alumnus of IIT, Delhi named Rohit Bansal in association with a Wharton graduate Kunal Bahl in 2010. It is headquartered in New Delhi, India. It is one of the largest online marketplaces in India. Products offered by Snapdeal are electronic goods, mobiles, apparel, fashion accessories, books, footwear, health etc. and services like spas, travel etc. It offers discounted deals up to 90% discount with a lot of products.

### **Payment methods**

All major debit cards and credit cards are accepted as a tool of payment. Online banking option, cash card and mobile banking option also can be used by customers to make payment. Orders for all products (except jewellery category) also can be made with option of cash-on-delivery system with credit cards of HDFC and Citi bank. For availing EMI payment option, there should be a minimum purchase of Rs. 3000.

### **Delivery charges**

Delivery or shipping charges are waived off for orders of Rs. 300 or above. Otherwise, an amount of Rs. 30 is charged for delivery.

### **Access**

Snapdeal serves customers only in India.

### **Time**

It provides anytime anywhere service to customers and after getting the order, product is dispatched within one or two days. 3-7 days are delivery time. Time may vary depending on the billing address.

### **Security**

Snapdeal uses Klickpay security system to protect transactions. Latest encryption technology is used by Klickpay to make card information 100% secure.

### **Alexa ranking**

World rank: 299. Rank in India: 19.

## **3. Yebhi.com**

Initially, this company was started with only footwear products as BigShoeBazaar.com. Later on, it started to sell many products like home appliances, jewellery, watches, mobiles, sunglasses, clothing, sling bags, furniture, electronics items etc. The company was formed by Man Mohan Aggarwal, Rajul Jain, Nitin Aggarwal and Danish Ahmed in the year 2009. Its headquarters is in Gurgaon, Haryana. It is one of the rapidly growing e-commerce companies in India. Mobile application is also available for smart phone users to make orders. This company provides nice discounted rates for a lot of products.

### **Payment methods**

Debit and credit cards of all major companies are accepted. Net banking and cash on delivery option is also available. This

company also provides EMI payment option with credit cards of HDFC and Citi Bank for convenience of customers. Cheque also can be used to make payment for shopping. Cash in bank and gift voucher are other methods of paying to the company.

### **Delivery charges**

Shipping is free for orders of Rs. 500 or above but Rs. 75 per item is chargeable for orders less than Rs. 500.

### **Access**

Yebhi.com serves mostly in India but it offers shipping in many other countries like Singapore, U.S., U.K., Denmark, Spain, Poland, Japan, Hong Kong, Canada, Australia, Russia etc. But shipping charges are applicable for foreign orders.

### **Time**

Yebhi.com owns its self-managed courier service named Yebhi Express. Orders are dispatched within one day and average delivery time is 1-2 days for the location accessible with Yebhi Express (working 24X7, all days excluding national holidays). For other locations, all main courier services are used and delivery is made as soon as possible.

### **Security**

Axis bank payment gateway is used to process debit and credit cards and respective bank sites are used to receive payment by net banking system and their respective security systems are followed to ensure a secure and protected transaction. Advance encryption technology is used in association with trusted payment gateways.

### **Alexa ranking**

World rank: 2860. Rank in India: 278.

## **4. Myntra.com**

India's fast growing and leading e-commerce website Myntra.com is launched in 2007 having corporate office in Bangalore, Karnataka. It was established by three IIT alumnus named Ashutosh Lawania, Mukesh Bansal and Vineet Saxena. It offers products for male, female and kids at discounted rates. It offers a wide range of products like footwear, clothing, bags, watches, jewellery, sunglasses, greeting cards, mugs, cosmetics, perfumes etc.

### **Payment Methods**

Debit and credit cards, net banking and cash-on-delivery are main methods of payment for orders. Cash-on-delivery is available in selected cities with orders between Rs. 299 to Rs. 20000.

### **Delivery charges**

There are no shipping charges for orders of Rs. 999 and above. If order is below Rs. 999, Rs. 99 is applicable as shipping charges.

### **Access**

Myntra.com delivers products only in India.

### **Time**

Mostly orders are delivered within seven days. Myntra.com logistics is its own courier service of the company. Other courier

company's services are also used by Myntra.com to deliver the orders.

### Security

Axis bank payment gateway is used to process debit and credit cards and respective bank sites are used to receive payment by net banking system and their respective security systems are followed to ensure a secure and protected transaction. Advance encryption technology is used in association with trusted payment gateways.

### Alexa ranking

World rank: 349. Rank in India: 21.

## 5. Naaptol.com

Naaptol.com was launched by Manu Agarwal in year 2008. It owns its headquarter in Mumbai, Maharashtra (India) and in Kathmandu, Bagmati (Nepal). Initially it was started as search engine for searching products and comparing them with alternatives available. But in 2009, it started to sale products online. It offers a variety of products like mobiles, laptops, electronic items, home appliances, clothing, ladies suits, perfumes, gift items, fashionable apparels etc. It offers the product at nice discounted price.

### Payment Methods

Naaptol.com accepts payment by the way of cheque and demand draft. These can be drawn in favour of 'Naaptol Online Shopping Private Limited' and can be sent to official address of company. Debit cards and credit cards are also accepted by the company. Internet banking also can be used to make payment. PayMate's mobile banking service is another method of paying to the website. Cash-on-delivery option can be adopted by consumer after receiving a confirmation call by company's customer support. EMI payment option is provided by company for consumer interested in this scheme. Minimum transaction value is Rs. 2000, 5000 and 7000 for EMI of 3, 6 and 9 months respectively.

### Delivery Charges

Naaptol.com delivers product absolutely free of cost.

### Access

Till now, naaptol.com is making delivery in India only but it is proposed to make delivery internationally.

### Time

After getting the order, company tries to dispatch the delivery as soon as possible. After sending delivery to given address, it takes maximum 7 working days to reach product at customer's doorstep. All major courier companies are contacted for fast delivery of product at all places of country.

### Security

Highly secure payment gateway is used for trusted and secure payment. Advanced encryption technology is used to protect card from any type of trap.

### Alexa Ranking

World rank: 3669. Rank in India: 302.

## Findings

After analysing the information of given websites, it is clear that all websites are using every possible method to attract consumers to shop from their website. Mostly e-commerce companies are providing cash-on-delivery facility to consumers to make sure about delivery of product. Debit cards, credit cards and net banking are other mediums to make payment. Many companies have given the facility of gift voucher and coupon for payment purpose. Advance encryption technology and fully secured gateways are being used by companies to protect consumers from hackers. Consumers are being given surety that their confidential information and passwords are not saved at any level of transaction. E-commerce websites are trying to make fast delivery and are connected with all major courier companies to get access nationwide. Some companies have started their own logistic system to make delivery timely. Delivery charges are waived off after order of a certain amount. Order of Rs. 500 to 1000 is the range for which companies want delivery charges. Order exceeding this limit is delivered free of cost. 24X7 hours availability service is being provided by mostly e-commerce websites and anytime anywhere shopping facility is one of factors attracting consumers to shop online. We can conclude that there are a lot of benefits of buying online. Above that, e-commerce companies are also providing many other facilities to make consumers users of e-shopping.

## Importance of the study

This study gives an overview of main e-commerce websites in India. This study may be helpful for consumers in understanding the work behaviour of the e-commerce companies. Further, study can be used by researchers as a base of future study and also can be used to make reference in this type of study.

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