

Project Dissertation Report on

AN ASSESSMENT OF EXPECTATIONS OF SELLERS' PERSPECTIVE TOWARDS E-COMMERCE IN INDIA

Submitted by:

Saheb Soni

2K16/MBA/50

Under the guidance of:

Dr. Rajan Yadav

DELHI SCHOOL OF MANAGEMENT

Delhi Technological University

Bawana Road, Delhi 110042



CERTIFICATE FROM THE INSTITUTE

This is to certify that the Project Report titled “An Assessment Of Expectations Of Sellers' Perspective Towards E-Commerce in India”, is a bona fide work carried out by Mr. Saheb Soni, of MBA 2016-18 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Master of Business Administration.

Signature of Guide

(Dr. Rajan Yadav)

Signature of HOD

(Dr. Rajan Yadav)

Place:

Date:

DECLARATION

I, Saheb Soni, student of MBA 2016-18, of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42, declare that the final project report on “An Assessment Of Expectations Of Sellers' Perspective Towards E-Commerce in India”, submitted in partial fulfillment of Degree of Masters of Business Administration, is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

Saheb Soni

Place:

Date:

ACKNOWLEDGEMENT

I am using this opportunity to express my gratitude to everyone who supported me throughout the course of this MBA project at Delhi School of Management, Delhi Technological University. One of the most important tasks in every good study is its critical evaluation and feedback which was performed by my faculty guide Dr. Rajan Yadav. I am thankful to faculty mentor as well as my colleagues for investing their precious time to discuss and criticize this study in depth and explain the meaning of different concepts and how to think when it comes to problem discussions and theoretical discussions.

My sincere thanks go to my Institute and family, who supported and encouraged me.

Saheb Soni

2K16/MBA/50

TABLE OF CONTENTS

Sr. No.	Content	Page No.
1	Certificate from the Institute	
2	Declaration	
3	Acknowledgement	
4	Table of content	
1	Introduction	1
1.1	Market Size of E-Commerce Industry	2
1.2	Government initiatives on E-commerce industry	2
1.3	Channel distribution between e-retailers and e-commerce	3
1.4	Impact on markets and retailers on E-commerce industry	4
1.5	Impact on supply chain management on E-commerce industry	5
1.6	Role of Vendors in E-commerce	6
1.7	Objective of Study	9
2	Literature Review	7
3	Research Methodology	17
3.1	Research methodology	17
3.1.1	Types of research design	17
3.1.2	Sampling Techniques	17
3.1.3	Research Instrument	18

3.2	Measurement of scale	18
3.2.1	Research Location	18
3.2.2	Data Collections	18
4	Results and Analysis	21
5	Conclusion	24
5.1	Limitations of the study	26
6	References	27
7	Annexure	30

CHAPTER 1

INTRODUCTION

The most popular activities through internet is shopping e-commerce came into use as the internet was commercially used in 1991. The shopping through internet is done anytime and anywhere whether you are at office or at home. Hence e-commerce has given a platform where anyone can display its goods and services in the specific pages built. E-commerce is meant by the process of electronically commercial transactions with advancement of technologies such as EDI and EFT which leads to exchange of commercial information. Four years it took to e-commerce industry to develop security protocols for rapid access to internet connection. Around about in 2000 many Multinational companies came into business of e-commerce which changed the way of viewpoint of e-commerce industry as a way of buying and selling of available goods and services through internet using secure connection. By the end of 2007 contribution of e-commerce in total sales is 3-4 percent. E-commerce given various advantages to consumer than the “brick and mortar” stores, advantages which e-commerce offered to the consumers is that they can easily search products and services through large database. E-commerce also helped the consumers to compare the prices of the goods and then select the good which is available at lower price. Advantages for vendors are that consumers get aware about their product for which they market their products into different sectors to increase their profitability. With the help of e-commerce small online shops has an access to global markets. E-commerce history is not complete without the mention of Amazon who was the first company who started the online business transaction

The web based business has changed the way business is done in India. The Indian online business showcase is relied upon to develop to US\$ 200 billion by 2026 from

US\$ 38.5 billion starting at 2017. The estimation of online business showcase is relied upon to cross US\$ 50 billion by 2018. Much development of the business has been activated by expanding web and advanced mobile phone infiltration. The continuous computerized change in the nation is required to build India's aggregate web client base to 829 million by 2021, from 373 million in 2016, while add up to number of organized gadgets in the nation are relied upon to develop to two billion by 2021, from 1.4 billion of every 2016.

1.1 Market Size of E-commerce Industry

Total online spending, inclusive of domestic and cross border shopping, is expected to increase by 31 per cent year-on-year to Rs 8.76 trillion (US\$ 135.8 billion) by 2018. Cross border shopping by Indians touched Rs 58,370 crore (US\$ 9.1 billion) in 2016, and is expected to by 85 per cent year-on-year in 2017.

1.2 Government initiatives on E-commerce industry

Since 2014, the Indian government has announced various initiatives such as Digital India, Made in India, India Startup, and Indian Fund for Skills and Innovation. The rapid and effective implementation of these plans can contribute to the development of e-commerce in the country. E-commerce is attracting more and more second-tier customers and cities, these cities, people's limited access to the brand, but the desire is high. With the growing awareness of the benefits of online transactions, investments in e-commerce businesses have increased significantly. Transactions with the hand of the line at hand, many mature businesses, like Shoppers Stop, or lifestyle, has established online trading channels. However, with changing work habits, adaptability and consumer choice and convenience, there are many Grofers selling e-commerce on a large scale, large basket and other foods and food.

1.3 Channel distribution between e-retailers and e-commerce

A channel distribution can be characterized as at least three associations specifically connected by at least one of the streams of items, administrations, accounts, and data from a source to a client (Mentzer et al., 2001).”Administration of the inventory network is basically administration of the connections and exercises among the part associations. These connections go from single exchanges to complex associated connections. As the business condition turns out to be more perplexing, associations perceive that numerous advantages can be acquired from nearer, long haul connections (Ganesan, 1994). Day (2000) dares to state that conferred connections are among the most study of points of interest in view of their intrinsic obstructions to rivalry. The objective of inventory network administration is for part associations to cooperate in close, long haul connections to expand the upper hand of the store network all in all (Mentzer et al., 2001). The wonder alluded to as “the next business unrest” – the nexus of PCs, systems, individuals, and business objectives for reasons for offering merchandise, administrations, and data – is a creative method to cut expenses, develop markets and gainfulness, and enhance investor return in respect to conventional business strategies (Palmisano, 1998).This combination is the business phenomenon referred to as online business: the exchange of products and enterprises that takes place electronically, for example, finished the Internet (Dolber et al., 1998). Projections in the business-to-business (B2B) web based business field are stunning, going from \$1.3 trillion by 2003 (Dolber et al., 1998) to over \$8 trillion by 2005 (Pastore, 2001).

The proportion of online business exchange to conventional channels is anticipated to vary incredibly by industry, from a high of more than 20 percent for registering to just over 1 percent for mechanical hardware (Goldman-Sachs and Company, 1999).While the downturn in internet business stock valuations in 2000 brought about the failure of numerous web based business wanders, the development in B2B web based business is still on track. In 2000, the estimation of overall B2B Internet business sales transactions outperformed \$433 billion, a 189 percent expansion more than 1999 sales transactions (Pastore, 2001). The rise of business on the Internet brings a new arrangement of

difficulties to organizing inventory network exercises. Firms conducting business electronically confront a few contrasts in the e-commerce business condition that may significantly affect managing relationships in the production network. Difficulties that are much of the time said in both the prevalent press and scholastic writing are the speed of business and the level of availability among production network associations. These differences can prompt more elevated amounts of vulnerability and changes in the traditional structures of supply chains, which can impact the accomplishment of supply chain relationship administration.”

1.4 Impact on markets and retailers on E-commerce industry

The e-commerce market is growing at a remarkable speed. The online market is expected to grow by 56% between 2015 and 2020. The traditional market has only 2% growth at the same time. With online retailers offering lower prices and greater efficiency, physical retailers are struggling. Many large retailers can log out online by linking physical and online product lines. E-commerce allows customers to overcome geographic barriers and allows them to buy products anytime, anywhere. There are different strategies for conducting business online and in traditional markets. Traditional retailers offer fewer product categories because of shelf space, and online retailers generally do not store but send customer orders directly to the manufacturer. Traditional and online retailers also have different pricing strategies. Traditional retailers base their prices on in-store traffic and the cost of maintaining inventory. The base price of an online retailer is in terms of speed of delivery. Merchants can do business via e-commerce in two ways: online or in-line with physical stores. Online merchants can offer lower prices, more product choices and more efficiency. If the product can be delivered quickly at a lower price, many customers prefer the online market. However, online retailers can't provide the physical experience that traditional retailers can obtain. It can be difficult to judge the quality of the product without physical experience, which can lead to uncertainty for customers. Another question in the online market concerns the security of online transactions. Because of this problem, many customers remain

loyal to well-known retailers. Security is the main problem of electronic commerce in both developed and developing countries. Electronic commerce security protects commercial websites and consumers from unauthorized access, use, modification or destruction. Threat types include: malicious code, unwanted programs (adware, spyware), phishing, hacking, and network disruption. E-commerce websites use different tools to avoid security threats. These tools include firewalls, encryption software, digital certificates, and passwords.

1.5. Impact on supply chain management on E-commerce industry

For a long time, the company has been troubled by the gap between revenue and providing the benefits of these solutions bring supply chain technology. However, the advent of e-commerce is a more practical and effective way to deliver the benefits of new supplies chain technologies. Possibility to integrate e-commerce and functions within the company among all companies, three processes (logistics, capital flow and information flow) which means that the supply chain can also be affected the trade electronic. The impact on physical flows has improved the company's product and inventory movements. For the flow of information, the ability to optimize the processing of e-commerce information and financial flows, e-commerce allows businesses to have a more efficient payment and settlement solutions. In addition, the impact of the e-commerce supply chain is more complex: First, since the company can bridge the supply chain gap electronically, eliminating performance gaps, on the other hand, due to the rise of e-commerce, such as SAP ERP, Xero or Megaventory Other functions such as implementing ERP systems help companies manage their business with customers and suppliers. However, these new features have not yet been fully utilized. Third, technology companies will continue to invest in new e-commerce software solutions because they expect a return on investment. Fourth, e-commerce will help solve many business problems can be difficult to deal with, such as cross-border political barriers or change. Finally, e-commerce offers businesses a more efficient way to collaborate with each other in the supply chain.

1.6. Role of Vendors in E-commerce

Most people want to know how new online stores can provide the inventory needed to compete with existing physical stores, and e-commerce providers are at the heart of this response. E-commerce providers must provide software and services to start and manage most online stores. However, they provide more prominent consumer goods and durable goods to online store owners so that they can benefit from the resale of these goods. As many people realize their dream of owning their own store by opening their own electronic retail stores, the demand for suppliers in this fast-paced niche industry in the retail sector has grown. E-commerce store owners need to choose agile, flexible and quality-oriented suppliers; otherwise they risk being ejected by competing e-stores with more reliable and reliable supply chains. One of the most exciting ways that online stores can quickly start and run a lot of products is to use them. These providers allow retailers to obtain orders from customers via their websites, and vendors deliver products directly to buyers. It sounds easy, but it also has some shortcomings. For example, online retailers must rely on shippers to drag and drop to properly deliver undamaged products to their customers within a specified period of time. Since suppliers have many different customers, there will definitely be mistakes. When this happens, online retailers must be prepared to handle customer complaints. In addition, as e-commerce providers complete most of their logistics and storage, the profitability of declining transport projects is low. Wholesalers are another type of e-commerce provider. Online shop owners can buy lower priced items from wholesalers and sell them to their online customers for profit. Despite the higher transportation costs, the profitability of online retailers using wholesale suppliers abroad is almost always higher than that of domestic wholesalers. However, when overseas sourcing firms use cheap labor to compete with their competitors; online retailers need to focus on quality issues. Online retailers selling flagship products often find that the best ecommerce provider is the product

manufacturer. These online shop owners can enter into purchase agreements with manufacturers, which results in lower prices and higher sales profits.

Reliable e-commerce providers have established quality control systems to ensure that the products they buy are not compromised at the time of delivery. The best way for online retailers to understand the quality control practices of potential ecommerce providers is to pre-select suppliers. Pre fighting services help to reduce the risk of retailers being cheated by cheating artists and often highlight their quality control measures and past performance. Reliable e-commerce providers also work with retailers to solve unexpected problems, rather than letting online retailers handle their nightmares of customer care. Retailers can get good indicators of the quality of service provided by suppliers by checking whether recent competitors or market leaders are provided by them. If the market leader has long received service from the supplier, then the supplier can have a successful long-term record. The success of ecommerce providers is like all business and personal relationships. Online retailers can build trust with suppliers by maintaining a good payment history. They can build a sustainable business relationship by deviate as little as possible order system suppliers, if the seller has a lot of customers, they do not want to waste time processing do not conform to their orders in a predetermined format. Make friends with suppliers is certainly a positive factor, and make them aware of the needs easier single product staff, for example, suppliers may be willing to friends and generate additional income, not just people from under orders trend of online shopping will see higher highs in the coming years, not only because of India's Internet population is growing, also because of the support of ecosystem changes. Players have redoubled their efforts to improve areas such as logistics and payment infrastructure. In addition, Indian consumers' perceptions of online shopping have changed dramatically and only for good. Given these developments, venture capitalists limit their wait and see, now had a keen interest in the e-commerce market of this country.

Amazon and Flipkart India created new entity sellers, or those determined primarily by buying the wholesale platform to cover most of its sales in the online market entity, although it trails and WS Sales Retail Cloudbtail. For these markets, focusing on selected companies can help them better control quality and prices. Overall, Amazon's Amazon vendor base has grown by 285,000 vendors; Flipkart has more than 100,000 vendors. Some experts say adding more sellers in these markets can also create more competition. "The seller or move in their own site, offline (B2B), or completely leave the company and return to their previous occupation". According to industry sources, Cloudbtail Retail and Appario are working closely with Amazon Indian WS and Flipkart from Omnitech and Suppercomnet and other companies with these platforms, covering most of the sales, especially smart phones and smart phones. This means that, Cart2India, RedLily Kya Hai and deal with other big sellers sales last year dropped Some of these entities are already among the top 100 best sellers in the market.

Demonetization is the latest buzzword, its impact is perceptible in all major industries, and e-commerce is an example: Flipkart.com and Snapdeal.com have said they will lose all their goals this year, but without money. The rate of adoption of payments has increased and will be normal for a long time. This type of crisis has affected online purchases, and faced with the rapid growth of order cancellations; all major players in the e-commerce space have suspended or limited the amount of the payment made upon delivery. On the other hand, Amazon India completely stopped it, and Flipkart.com and Snapdeal.com limited it to orders below Rs. 1000. This affected to a large extent their daily activity and sales are declining. This is because most of the population can't get banking services, but the situation will improve after the introduction of the new currency, but its disadvantage is demonetization. Overall, it was a blessing as a taxi aggregator application, in which the number of portfolio refills increased, as evidenced by a public statement made by a taxi aggregator. See: "They see a 15-fold increase in the number of portfolio refills, and portfolio payments are the future."

As part of its plan to create a financial services market, Jasper Infotech, which owns and operates the Snapdeal.com online market, has acquired a controlling interest in the

RupeePower.com digital financial services platform. Although Kunal Bahl, co-founder and CEO of Snapdeal, has refused to disclose the financial terms of the investment, he believes it is a cash and stock transaction and will see Snapdeal continue to enter the sector financial services. The entry of e-commerce and its acceptance of customers have paved the way for the prosperity of the online fashion market. The number of players appearing and the competitive prices mean that middle-class consumers will be able to see non-fashionable products. Now, with the wave of higher living standards, the general public in metropolitan cities can now go beyond physical stores and get ready to experiment by buying fabrics and cosmetics from virtual shops. Once word of mouth pick the pace and it swept the tier 2 and tier 3 cities. Myntra brought the branded products in the reach of common people and their inventory based model ensured lesser failure in meeting delivery demands. By exploring private labeling them altogether presented customers with quality products on 30-40% lesser price than branded products. It ensured Myntra became darling of Indian Fashion and apparel industry.

1.7 Objective of Study

- ❖ To analyze the relationship between E-commerce companies and their vendors.
- ❖ To evaluate the relationship framework model of the Indian E-commerce industry.

The objective of the research aims to study the e-vendors in every possible aspect. A survey is to be conducted to find solutions for every query. Questionnaire is generated to arrive at conclusion of the objectives.

CHAPTER 2

LITERATURE REVIEW

- ❖ Sherriff T.K. Luk, (1998) stated that structure of the channel is the basis for market entry in the target overseas market. And the most common problem face is to tap the distribution of Chinese market by all the MNCs. The size and geography is the most widely present factor is the diversities that exist between markets a firm must use to extent the most efficient distributive network (Rosenbloom and Larsen 1993). Knowledge of the Channel structures, behavioral pattern of the channel members are the factors for tapping the Chinese market.

- ❖ Connors (2000) asserted that technological advances are producing many products more complex than what came before, so it is essential to get active guidance from technicians for customizing, integrating, installing, documentation and maintaining the documentation. The distributors allow the new technologies to bring newer and less matured complex products. Industrial products are more viable than consumer product as in case of wholesaling.

- ❖ Rajshekhar and Rosemary (2001) stated that e-commerce has excel is all field of speed, connectivity and sharing or exchanging goods, services and information. E-commerce has proven the beneficial effect as it can improve the allocation of resources, enhance the relationships between various stakeholders, increases competitiveness, cuts costs and increases the overall efficiency of the economy. For e-commerce has flourish in all four sets of variables such as computer and telecommunication infrastructure, commercial infrastructure, social/cultural infrastructure and Government/ legal infrastructure. They suggested that intermediaries add significant costs to the transactions and such costs are borne by the consumers but e-commerce setting minimizes and eliminate the unnecessary number of intermediaries, and this direct

connection will lower the cost of transactions and the final prices of the product get reduced.

- ❖ Golicic, S. L., Davis, D. F., McCarthy, T. M., & Mentzer, J. T (2002) evaluated the dimensions of e-commerce and their impact has a depth by extending the sample to a larger Firms to gain understanding of the phenomenon. Exploratory research study was conducted to examine the impact of the e-commerce on managing relationships in the supply chain. Internet business organizations so as to build hypothetical associations with which to build up a grounded hypothesis of the effect of online business on overseeing store network connections. Business takes place in the e-commerce environment and how e-commerce allows them to be interconnected to all their suppliers and customers.
- ❖ Muhamad Fantan and Nelson Oly Ndubisi (2003) propose the impact of e-commerce on distributors is impacting the traditional distributors like standardized products such as complex, technological and architectural products. The factors such as investment in information technology, usage of internet in infrastructure and cultural differences. The main factors are market and technology novelty. Internet hence places a major role in changing the traditional method and exponentially accelerating the customers. The channel distributor has a great impact on the internet as well as market retention.
- ❖ Chiang, W. Y. K., Chhajed, D., & Hess, J. D (2003) analyzed to build a value relationship between a manufacturer and its distributors to increase indirect profit by supply chain. Qualitative method and verbal descriptions are should in order to analyze the findings. This research paper gives an inside and out take a gander at the vital part of dispersion directs in the FMCG business. In particular, it reviews the condition of current conveyance that diverts in India and distinguishes that FMCG firms can use as a beginning stage to build up their focused target market and increase their growth. With

expanding acquiring power and a rising working class, the quick moving buyer merchandise (FMCG) industry is postured to develop significantly.

- ❖ Ganesh Iyer, J. Miguel Villas-Boas (2003) stated that the negotiation between channel members and shows that the negotiation process really affects the degree of coordination and that the rates of two parties will not be part of the market contract, even in a simple channel of a manufacturer and a retailer. To establish the institutional and theoretical bases of these results, the authors relax the conventional assumption that the product that is exchanged is completely specific in a contract. They show that the institution of negotiation has strength, and it affects the coordination of the channel when the complexity of the non-specification of the exchange of products is present. The greater power of the retailer promotes the coordination of the channel. Therefore, there are conditions in which the presence of a powerful retailer could be beneficial for all channel members. The authors retrieve the standard result of the "take it or leave it" offer as a particular case of the negotiation process. They also examine the implications of relative bargaining powers to know if the product is delivered "early".
- ❖ Tsay, A. A., & Agrawal, N. (2004) examine ways to adjust the manufacturer–reseller relationship that have been observed in Industry. A combined factor and cluster analysis is used to identify the different situations, which we analyze in detail. Including the changes in wholesale pricing, paying the reseller a commission for diverting customers toward the direct channel, or conceding the demand fulfillment function entirely to the reseller. Future prospects can indeed the drivers of customer channel preference, which can include attitudes towards factors such as product customization, delivery lead times, ease of returns, etc.
- ❖ Filipe Coelho and Chris Easingwood (2008) explained the factors that affect the magnitude of change in distribution channels. Due to many factors, distribution channels have changed slowly. However, the distribution mix is an important part of the

company's competitive position, so the company must continuously study its channel mix to keep up with the changing needs of its customers. Therefore, it is important to look at the factors that affect the distribution change. The degree of channel change is related to fluctuations in customer demand; complexity of target customers; product complexity; environmental conflicts; fluctuations in competitor strategy; scope economy; and company size. The sample size is relatively small, although this does not prevent the emergence of important results. The results of this study are important to both scholars and practitioners. It helps remind practitioners to understand the factors that influence the change in the channel. However, some observations can still be made. It seems that when the customer's demand changes rapidly, the expected service output of the channel is likely to change, and the channel mix needs to be adjusted. Finally, managers must also consider anxiety about the loss of predictability and possible changes in internal departmental budgets, channel members' compensation, career development opportunities, potential resistance to changes in distribution, and distribution of power. In addition, there are social connections among existing channel members, and cultural values may also hinder change. In large-scale organizations with stronger channel alliances, this resistance to change will be strengthened.

- ❖ Dirk Zupancic (2008) research, thinking and redesign prices are approaching an example of Germany's retail market on the US market. The study shows the value of research analysis and optimization of the shops. Impossible action can cause people to look in the USA. The new idea has a lot of value: important customers in important areas cover their value. There is a shortage of work published by the prosecution panel. This is an overview of the recent retail business and industry in the USA. The findings of this case are unique to other companies whose merchants are working on high-paying businesses. The survey made it clear that it is important to organize databases to get a marketing solution. Therefore, the data must be processed in the future. A new approach to industrial research must be considered. The findings show how to make it impossible for other people in the United States to use it - because the

United States has already been a significant figure. The new idea has a lot of value: important customers in important areas cover their sales capabilities. The phone will focus on where it looks for the best. Additionally, it will get a direct customer retail and feedback, and it can also increase its share with the customer.

- ❖ Ruiliang Yan (2011) provides a framework to help commercial traders with online retailers and traditional retail channels (multi-channel businesses) find optimal pricing strategies and market structures to maximize profits. It has been shown that there are optimal pricing strategies in different market structures of multi-channel companies. When a company uses multiple channels to sell its products, if the online marginal cost is equal to or less than the traditional marginal cost or low price strategy, the optimal pricing strategy is to use the low-cost strategy cost much higher than the traditional marginal cost. In addition, in order to maximize profits, multi-channel companies must integrate channel integration as the best market structure. The optimal price strategy that companies must adopt is that the marginal cost of products sold through online channels is much higher than the marginal cost of products sold through traditional channels.

- ❖ Szopa P., Pēkała W (2012) discussed in their work that distribution channels, structural and functional classification and the importance of intermediaries in the flow of goods between the manufacturer and the buyer. He pointed out the rapid growth of electronic distribution channels and the conditions of their dominance in the market in the medium term. The electronic distribution channels also provide the company with a high level of IT development, which is currently considered of great importance for the position and credibility in the market. The best management of the distribution channels is one of the factors that contribute to the success of the products sold by the company in the market. The availability of products online does not mean physical access to them, but only buy them. In the electronic distribution channels, the flows are made in two dimensions: electronic and physical.

- ❖ N. Anubhav Reddy and Brig. Rajiv Divekarb (2014) concluded that logistic and shipment administrations are most vital test looked by online business organizations in India. Money down, Tax structure and online exchange and security. Web based business organizations are addressing difficulties in the accompanying routes for poor learning and mindfulness about the organization Google advertisements, Social Networking site, Television promotions and Rely on verbal. For online Transaction, Check, Demand Draft, Cash On Delivery. For Cash on Delivery and Tax Structure no measures are utilized. For Online Security Use of real programming to registering, Original Antivirus programming, Firewall assurance, SSL accreditation. For Logistics and Shipment Services Self-possessed conveyance arrange is utilized. Inspired by a paranoid fear of influencing on the web installment To utilization of secured installment doors, Money back certification and Real time arrange approval and item following. Touch and Feel Factors Design the site in order to give however much look and feel of the item as could be expected, Option to trial and return as from the rundown of measures utilized above we can see that online business organizations have no measure or choices for Logistics and shipment administrations, Cash on conveyance and Tax structure. From the outcomes it has been watched that self-possessed conveyance arrange it to capital escalated and Cash on conveyance on monetarily achievable yet. In this manner, it can be presumed that theory has been demonstrated in part and in part it comes up short.

- ❖ Dr. P. Devaraju (2016) Taking into account India's demographic payment system and increasing Internet accessibility, e-commerce business is growing. However, India's overall retail opportunities are large and online business is plagued by some key challenges. Therefore, participation in the current research has been carried out to depict the current status and future prospects of the Indian e-commerce business. It helps analyze current trends and explore the challenges and opportunities of India's e-commerce business.

- ❖ Ms. Palak Gupta¹, Dr. Akshat Dubey (2016) study concluded that e-commerce sites and consumers need not only to determine security vulnerabilities and evaluate potential technology solutions, but also to assess, assess and resolve related risks. Web applications cannot provide comprehensive connectivity, security, and ease-of-use measures at the same time; there appears to be an inherent transaction, and some sacrifices are inevitable. Therefore, from the perspective of e-commerce vendors, the first security issue should be that the web server profile that holds the most recent orders is not on the front-end Web server but behind the firewall. In addition, sensitive servers should remain highly specialized, shutting down and deleting all inconsequential services and applications (eg, ftp, email). Before e-commerce vendors achieve the necessary delicate balance of privacy, trust, and security, effective and quantifiable e-commerce transactions remain a problem. Therefore, the mechanisms of encryption, protection, authentication and authentication do affect security. The market is credible only when consumers feel that they trust to trade in the environment.

- ❖ Dr. Nidhi Dhawan (2017) Analyzing the challenges faced by suppliers is a matter of primary concern; otherwise it is difficult for electronic markets to maintain electronic security. It is designed to prevent unauthorized access to data/information transmitted over the Internet. Need to get protection from hackers, viruses, data transmission and transaction risks, client and server risks. The Internet provides full access, but companies must protect their assets from accidental or malicious use. The problem faced by suppliers when selling sofas and other products, because customers first need to understand the quality of sofa fabrics, only when they touch the sofa. It is related to the delivery of products on the Internet. It includes questions relating to packaging of goods, shipping, answering questions about orders, sending bills or verifying electronic payments, and following up to see if the customer is satisfied.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research methodology-

A research design is basically an outline explaining how the study and the investigation will proceed. It includes how the data is collected, the instruments that are to be used and the intended means for analyzing the collected information. It is the conceptual framework within which the research is conducted. Brenard Philips described the research design as a “Blueprint for the collection, measurement and analysis of data.”

It is a framework or plan of study that is used as guide to collect and analyze data. It acts as a blueprint that is followed to complete the study. The research design ensures that the study will be relevant to the problem, and will be able to use the economical procedures.

3.1.1. Types of research design

The research design framework is masterminded into two sorts: exploratory and descriptive which will be used in this research.

3.1.2. Sampling Techniques

Once the problem is clearly specified then an appropriate research design and data collection instrument would be developed, the next step in the research process is to select those elements from which the information will be collected. One way to do this to collect information is to select an initial group of respondents usually at random. After being interviewed these respondents would be asked to identify others who belong to the target population of interest. Subsequent respondents are selected based on the referrals. For collecting the responses from the e-vendors, snowball sampling technique is adopted to ensure the representation of the data for the whole population.

3.1.3. Research Instrument

This implies the tools which are used for collecting data. It is basically a measurement device that researchers use to obtain information. For the survey, a questionnaire has been developed with the help of Google forms. The online form will be filled by the respondents through the link generated via mail as well as offline survey will be done to the defined targets.

3.2. Measurement of scale:

The estimation scale is utilized for approval. Ordinal scale is measure of non-numeric esteems that identify with terms like fulfillment, bliss or inconvenience and so forth in different cases the ordinal scale is likewise alluded to as the Likert scale where the reactions extend from the slightest liked to the most favored on a size of 5. Nominal scale is measured basically for identifying and classifying objects in form of labels or tags.

3.2.1. Research Location

The location that is selected for the research is the vendors that avails is around all the regions of India (which would be approachable and other vendors based on referral would be commute through calling and mails.

3.2.2. Data Collection

Sources of data:

- Accessing relevant literature on the internet, Understanding and analyzing the contents.
- Studying relevant case studies for understanding the problem and the processes for solutions, collection of data
- Analysis of data collected through the questionnaire.

- A population of 60 vendors will be considered. The questionnaire was administered for the selected population. The data was compiled and collected and analyzed to establish findings.

Both Primary data and discretionary data have been used for the investigation, basic data as a managed survey where the responses were accumulated and helper data to the extent relevant examinations and research papers.

Primary data:

The primary data is collected through questionnaires. The questionnaires contain both open ended and close ended questions that are simple and easy to understand. The questionnaires administered to vendors have close ended questions which include Yes or No answers and multiple choice questions selecting from 5 given alternative answers. Open ended questions are asked where diverse information is required giving scope for the customers to air their views.

Secondary Data:

The secondary data is collected through the reports of e-commerce, articles and research paper. Newspaper blogs and journals were also taken into consideration for information collection and database.

Most of the previous studies shows that the relationship between E-retailers and E-vendors which impacts on the factors like pricing, connectivity, bargaining power, regulatory framework, trust, business, biased, rewards and speed. A model has been proposed which shows the relationship in term of market orientation and long term orientation into nine factors out of the 25 items. The study followed a sequential process, progressing through four major stages, where each stage of the study adopts specific methods at different stages as listed below:

1. Identification of all the possible variables to outline RBRV (Literature Review and Focus Group Studies).

2. Reduction of variables describing RBRV into meaningful number of factors (Exploratory Factor Analysis).
3. Convergence and validation of the identified factor into one construct to propose a model for future references.
4. Study the interrelation between the factors of relationship between E-retailers and E-vendors.

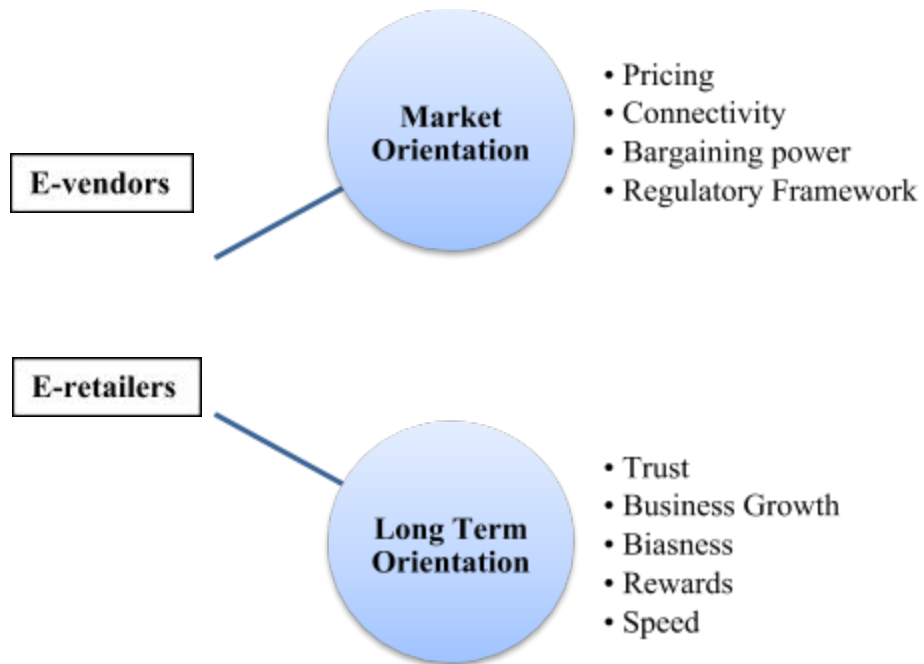


Figure: 2 A Model of relationship framework between vendors and E-retailers

CHAPTER 4

RESULTS AND ANALYSIS

Based on the literature review on the relationship between the E-retailers and E-vendors (RBRV) evoked certain factors like speed, connectivity, information visibility, market structures, technology intensity and uncertain dynamics Of E-commerce. After the evaluation of the previous findings which led to the outcome that there are certain more factors which are not explored in those researches. This study enhances with the analysis through focus groups study which was revealed through likert scale (seven point scale) using Exploratory Factor Analysis (EFA) to identify relevant factors to define RBRV.

The reliability of the first 57 questions was tested, as those 57 questions were considered as scale items for measuring the relationship between e-retailers and e-vendors on various parameters. There were 53 respondents for questionnaire. The data related to questions and their responses are given below -

	Long term Orientation/dependence	
1	I and the E-retailer(Flipkart, Amazon etc) try to establish joint long term goals.	4.99
2	E-retailers tries to dominate business decisions.	4.81
3	I feel that my association with the e-retailer is profitable in the long run.	4.27
4	Maintaining long term association with e-retailers is important to me.	5.08
5	I would like to continue my association with e-retailer in future also.	4.33
	Price	
6	Most of the online orders are not above the break even order size.	5.27
7	The pricing & profit decisions on products are taken jointly.	4.89
8	E-retailers are concerned of my profits & costs as well.	3.71
9	E-commerce has brought down selling costs significantly.	3.58
10	E-retailer does not encourage predatory pricing on its platform	4.61
11	Price competition on websites reduces the profit	4.72
12	I can give discounts or lower prices according to my choice on e-retailers website.	2.16

	Relational	8
13	E-retailers take good effort to maintain trade relationship	3.20
14	E-retailer understand your grievances and tries to devise trade friendly strategies	4.40
15	E-retailer obeys the terms of payments and delivery agreements	3.93
16	E-retailer gives equal attention to all vendors/sellers	3.70
17	E-retailer are not biased in promoting big vendors	4.59
18	E-retailer focusses on his interests only	4.77
19	E-retailer takes care of my business interests as well	3.42
20	E-retailers are majorly customer (end user) centric	3.93
	Support	
21	The e-retailer shares information timely and always tries to work closely	3.96
22	The e-retailer tie up has reduced uncertainty in my business due to transparency in information sharing	4.86
23	E-retailer does sufficient knowledge sharing and provides support center for selling on their platform	4.85
24	E-retailer gives you regular management and technical training (use of software, ERP solutions) and keeps me updated.	5.22
	Market growth	6
25	A big e-retailer increases my visibility and customer base	5.77
26	The e-retailer tie up has increased my sales volume much more than traditional trade	5.81
27	I am seeing an increase in sales growth after the tie up with the e-retailer	4.80
28	E-retailer helps me to sell my products in other countries	4.01
29	The e-retailer helps me target global and new markets	4.98
30	The e-retailers infrastructure and brand is very helpful in targetting new markets	4.76
31	In the absence of e-retailer it is difficult to expand to new markets	5.18
	Role Performance	
32	E-retailer works within the contractual agreements	4.57
33	E-retailer does sufficient marketing to promote my products	4.77
34	E-retailer's reputation and brand image is helpful to my business	5.10
35	E-retailers comes with interesting buy back & cash back offers which helps us in increasing demand	4.87
36	E-retailers delivers products always on time which helps us to get our payments timely	3.80
37	E-retailers credits order amount timely which is convenient for our cash flow of the business	4.70
38	E-retailer resolves order amount issues in faster and efficient	4.45

	manner	
39	E-retailers adhere to legal framework for online selling most of the times	4.88
	Policies	
40	E-retailer emphasises on policies to ensure ethical practices on platform	4.41
41	The vendor fees (towards advertisement, other services)charged by e-retailers are justified	4.34
42	E-retailers have good policies on return of goods.	5.51
43	E-retailers formulate return policies according to vendors/sellers.	3.69
44	Sellers get returned goods in the same condition as they were sent originally .	4.09
45	E retailers have strict policies to prevent selling of counterfeit products	4.81
46	Cashback offers on online payments reduce the chances of returns.	4.26
47	Cash on delivery (COD)mode of payment leads to return of products most of the time	5.51
48	COD policy affects our working capital.	4.84
49	Online payments are better options than COD.	4.98
	Investments in the business(Transaction Specific Investments/Technology /logistics infrastructure)	
50	E-retailer provides good digital infrastructure for convenient selling to customers	5.01
51	The <i>Sellers' Dashboard</i> on e retailer's website enables you to view and analyze all the information like inventory,orders,returns et crelated to your supplied products	5.38
52	E retailers provides easy / convenient logistics services.	4.09
53	E -retailers provide fast and economical logistics services	5.12
	Market driven	
54	Online business looks more promising as compared to offline today	4.48
55	The basic digital infrastructure of India is good for doing online business	4.09
56	More and more Indians are buying online	4.41
57	I am happy with the regulatory framework existing for online vendors	4.69
58	Being on e-commerce I stay competitive in my business	4.38

CHAPTER 5

CONCLUSION

This study showed that the relationship between E-retailers and E-vendors is identified into nine major dimensions. Exploratory factor analysis resulted in nine factors of RBRV dimension which were pricing, connectivity, bargaining power, regulatory framework, trust, business growth, rewards and speed. Further exploratory factor analysis established the reliability for RBRV scale. The current findings lined with Sukresna, I. M., et al. (2015) who categorized RBRV dimensions into speed, market orientation, trust, dependence, role performance of relationship dimensions. Newly explored dimensions in the current study like pricing, bargaining power, regulatory framework, rewards, business growth and biases as explained in details in the previous sections add new insight into the relationship channel in E-commerce industry. Majority of the past studies focused on role performance, trust, satisfaction and dependence to understand the overall perception of e-vendors towards e-retailers in E-commerce industry. The current study kept exclusive focus on benefits and explored it further by modeling the impact of RBRV on the cognitive evaluation of relationship channel and its further impact on the future relationship channel between the e-vendors and e-retailers.

This study contributes to further understanding of e-retailers and vendor relationships by matching the perspectives of vendors in impacting on e-retailers. Hence we can interpret that based on the factors which sub categorized into two major output that defines the relationship between the E-retailers and E-vendors are market orientation and long term orientation. Market orientation reveals on the factors such as pricing, connectivity, bargaining power, regulatory framework while the long term orientation impacts on the factors such as trust, business growth, biasness, rewards and speed. The infrastructure that e-commerce companies build around relationships could affect traditional firms. Relationship can create barriers to competition as suppliers and customers rely on those with whom they work on a continual basis. There are also implications for theory by

finding the linkage between the long term and market orientation and the importance of relationship management, this study has supported existing theory from the channels literature.

The main problems in E-commerce Industry in India from sellers' perspective can be defined in some categories according to past data and data from our study. The categories are given below

- GST
- Violating Rules
- Penalty
- Returned Goods
- Cash on Delivery
- Transportation
- Marketplace Size
- Commision
- Global Selling
- Counterfeit Products
- Price Competition
- Poor Infrastructure
- High Cost, High discounts
- Inventory

The marketplaces and regulatory bodies can work on that problems and can give a good E-commerce environment for the sellers and can also make the E-commerce industry better. In the study we also found that there is need of third party consulting firm or regulatory body to solve the problems between marketplaces and sellers.

Making Marketplaces better for sellers can also bring the satisfaction level of the customers and make them happy. Ultimately the E-commerce industry can grow better and better.

5.1. Limitation of the study:

The current research is an extension of ongoing researches in the area of relationship channel. Since e-commerce is still at its development stage and many more vendors are yet to get updated with the e-commerce industry, therefore in future many more new dimensions may get added to the core constructs explored in the study. The main problem faced is due to sample size which could be increased to get effective concern regarding the data. Future researchers may find new interrelationships which might not be investigated and highlighted in the current study. The current research involved focus groups as well as literature review to identify the items to be used in the scale. Scale development, validation and studying interrelationships using the constructs based on scale items have some inherent limitations. Hence future researches may identify some new significant items which could better capture subjective constructs like market orientation and long term relationship. Hence, the generalizability of results requires further validation. It is suggested that further research can be performed with more samples using respondents from different geographical locations from all across India.

CHAPTER 6

REFERENCES

- Weitz, B. A., & Jap, S. D.(1995), Relationship marketing and distribution channels,

Journal of the academy of Marketing Science

- Luk, S. T. (1998). Structural changes in China's distribution system. International Journal of Physical Distribution & Logistics Management, Vol. 28 Issue: 1, pp.44-67.
- Panagariya, A,(2000), E-commerce, WTO and developing countries Lagasse, E., Connors, H., Al-Dhalimy, M., Reitsma, M., Dohse, M., Osborne, L., &
- Grompe, M. (2000). Purified hematopoietic stem cells can differentiate into hepatocytes in vivo. Nature medicine, 6(11), 1229
- Javalgi, R. (2001). Strategic issues of e-commerce as an alternative global distribution system", International Marketing Review, Vol. 18 Issue: 4, pp.376-391.
- Cohelo, F. (2003). Exploratory evidence of channel performance in single vs multiple channel strategies. International Journal of Retail & Distribution Management, Vol. 31 Issue: 11, pp.561-573.
- Subba Rao, S., Metts, G., & Mora Monge, C.(2003), Electronic commerce development in small and medium sized enterprises: A stage model and its implications. Business Process Management Journal
- Tsay, A. A., & Agrawal, N.(2004), Channel conflict and coordination in the e-commerce age. Production and operations management

- Muhamad Jantan, N. O. (2003). Viability of e-commerce as an alternative distribution channel. *Logistics Information Management* Volume 16 · Number 6 · 2003 · 427-439
- Iyer, G. (2003). A Bargaining Theory of Distribution Channels. *Journal of marketing research*
- Filipe Coelho and Chris Easingwood (2008), *European Journal of Marketing*, Vol. 42 Issue: 9/10, pp.1005-1022
- Zupinaic,Dirk, (2010) Systematic sales channel redesign for the US market *Journal of Business & Industrial Marketing*, Vol. 25 Issue: 7, pp.547-555
- Mitchell, A. D.(2010), Towards comp ability: The future of e-commerce within the global trading system, *Journal of International Economic Law*
- Yan, R. (2010). Product brand differentiation and dual-channel store performances of a multi-channel retailer. *European Journal of Marketing*, Vol. 44 Issue: 5, pp.672-692 .
- Szopa P., P. W. (2012). DISTRIBUTION CHANNELS AND THEIR ROLES. *POLISH JOURNAL OF MANAGEMENT STUDIES* .
- B Malhotra(2014), E-Business: Issues & Challenges in Indian Perspective *Global Journal of Business Management and Information Technology*.
- Reddy, N. A. (2014). A Study Of Challenges Faced By E-Commerce Companies In India And Methods Employed To Overcome Them. *Procedia Economics and Finance* 11 (2014) 553 – 560

- Sukresna, I. M., Hamilton, J. R., & Tee, S(2015), Marketing Channel Connectivities within the Indonesian Manufacturing Sector, Journal of Economics, Business and Management
- Dr.P. Devraj(2016)A Hypothesis on Assorted E-Commerce Performances in Online Market, International Journal Of Engineering And Computer Science ISSN: 2319-7242 Volume 5 Issue
- Ms. Palak Gupta,(2016), E-Commerce- Study of Privacy, Trust and Security from Consumer's Perspective, International Journal of Computer Science and Mobile Computing.

CHAPTER 7

ANNEXURE

34. **E-retailer's reputation and brand image is helpful to my business**

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

35. **E-retailers comes with interesting buy back & cash back offers which helps us in increasing demand**

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

36. **E-retailers delivers products always on time which helps us to get our payments timely**

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

37. **E-retailers credits order amount timely which is convenient for our cash flow of the business**

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

38. **E-retailer resolves order amount issues in faster and efficient manner E-retailer resolves order amount issues in faster and efficient manner**

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

39. **E-retailers adhere to legal framework for online selling most of the times**

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Policies

53. E-retailers provide fast and economical logistics services

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Market driven

54. Online business looks more promising as compared to offline today

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

55. The basic digital infrastructure of India is good for doing online business

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

56. More and more Indians are buying online

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

57. I am happy with the regulatory framework existing for online vendors

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

58. Being on e-commerce I stay competitive in my business

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree