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**MANGAYARKARASI COLLEGE OF
ARTS & SCIENCE FOR WOMEN**

(Affiliated to Madurai Kamaraj University)

Certified with ISO 9001:2015 Accredited with 'B' grade by NAAC

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Paravai, Madurai

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**A COMPARATIVE STUDY OF E-BUSINESS PORTALS WITH SPECIAL
REFERENCE TO AMAZON.COM, FLIPKART.COM, SNAPDEAL**



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ABSTRACT

Ecommerce portals are now trending in India. It is growing in every place and customers are showing interest in using these portals effectively. There are so many portals which are unique in their features and the design of website. After analyzing the whole model of E-commerce I found basically three business Models have evolved over a period of time in this space and each has its own Pros & cons. Rest all business models are mix and match following 3 shopping sites.

Keywords: Amazon, Snapdeal, Flipkart.

Introduction

E-Commerce in India is one of the fastest growing & emerging economies of the world, having a very huge consumer base & a big mass connected to Internet (approx. 100 million). The E-business trend have been catching up in the country with the increasing rates of local & domestic firms using the E-business model to do business which is very different from the traditional way of doing business in India, it has lead to a interesting trend in the market for the online shopping starting right from ordering food, grocery, vegetables, fruits, taxis, electronics & so on

Exciting Aspects of Online Shopping

Online purchase websites have paved way for many big business giants to pop up into the scene. It was implemented keeping in mind the one basic idea - to ease out the shopping sprees at just the touch of a button. When the whole world has gone digital why not shopping. The usual tendency of the people when we mention online buying is all about the big e-commerce giants dominating the market in the present scenario. However, online buying is not simply subsided to one particular domain. There are various genres which are classified by these Indian shopping sites, most popular ones are listed below:

- Groceries.
- Fashion and Lifestyle.
- Kitchen and Home Accessories.
- Automobiles and Industrial Tools.
- Computers and Electronics.
- Food and Health.