

## **THE TREND OF E- COMMERCE AND THE PROBLEMS ENCOUNTERED IN INDIA**

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### **ABSTRACT**

*Online business is a development method for performing exchanges, now a days, utilized from exchanging the assets to shopping. Notwithstanding, it is a film ticket or the railroad Ticket booking should be possible by sight and the exchanging of cash is likewise electronically. There are humpty quantities of focal points as a result of such electronic framework, yet at the same time there are a few detriments emerging in view of current innovation. An individual who knows innovation as their tyke, by using that, they used to swindle general society. Such a large number of times media flashed the issues on web based business, viz., the site hacking, robbery of the passwords, and so on. This paper concentrated on conveying the improvement pattern of online business in India and a few difficulties in E-Commerce in the present situation.*

**KEYWORDS:** *E-Commerce, Internet, Customers, Model, ODE*

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