A STUDY OF E-COMMERCE PROS AND CONS WITH RESPECT TO FLIPKART.COM

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ABSTRACT

In today's Information Technology (IT) era technology is moving very fast and comparatively mindset of users. They want various services at their doorstep by saving their time and money. For this e-commerce plays a very important role as a new way of helping business enterprises to compete in the market and thus contributing to economic success. There are many e-commerce websites in the market website which deals with selling and purchasing of goods and services through internet and computer networks. Research aims to prove flipkart.com as a successful e-commerce website by doing comparative study of different e-commerce websites available in the market with flipcart.com.

As a successful e-commerce website, flipcart.com increases business opportunities, competitiveness, better and profitable access to markets and saves users travel time and cost. This research paper also to analyze various aspects of flipkart.com on the basis of its security, quality of service, product availability, discounts, payment mode and many more parameters.

KEYWORDS: E-Commerce, Internet, Network, Information Technology