

A STUDY OF CHALLENGES AND BENEFITS OF ELECTRONIC COMMERCE

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ABSTRACT

The e-Commerce industry in India is growing at a remarkable pace due to the high penetration of internet and sophisticated electronic devices. However, the recent growth rate of e-Commerce in India is far lagging behind than other developed countries. There are many big problems and challenged on the way of an online merchant. Factors like safety and security of online money transaction being the biggest problem along with others have curbed the smooth expansion of the online industry in the country. The current research discusses the current scenario of E-Commerce, the historical background of E-Commerce, Challenges of E-Commerce and benefits of E-Commerce.

KEYWORDS: *E-Commerce, India, Benefits, and Challenges*