

## ONLINE RETAILING IN INDIA: CURRENT SCENARIO DEY DASGUPTA

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### **ABSTRACT**

*Indian consumers are familiar with the concepts about the quality of products and services. These demands are discernible features in the retail sector of India. The retail sector is going through the stage of tremendous transformation. The impact of the changes in the format of the retail sector has changed the lifestyle of the Indian consumers radically. With the swift growth of the internet and globalization of the market, the retail sector has become an increasingly competitive and dynamic business environment. The developed countries have already started to reap the benefits by transforming the old form of offline retail to online retailing but it is still in nascent business in India. The Online Retailing is described as transactions that are conducted through interactive online computer systems, which link consumers with sellers electronically, where the buyer and merchant are not at the same physical location. E-Retailers serve the consumers 24X7 in a hassle-free manner. Thus, online retailing has set a new platform for the expansion of business and has witnessed steady growth over the years. E-Retailing accounts for about 10% of the overall growth of the e-commerce market and constitute about 4.5% of the overall retail market. This paper attempts to provide a clear picture of the online retailing in India in recent times, its growth, prospects, and challenges faced by it.*

**KEYWORDS:** *Indian Consumers Radically, Platform for the Expansion of Business, Sale of Goods and Services*