Abstract: The Indian Online Retail segment is revolutionised by the impact of technology. Globalisation has made the whole world one market. With the advent of internet and Smart phones, the customers are able to connect to the e-market through their finger tips and have been favourable for the retail industry to increase customer penetration, increased visibility and convenience in operations. This secondary data based paper explores and focuses on the challenges and opportunities in the ever growing E-commerce sector based on the case studies of the topmost E-Tailing giants Amazon, Flipkart and Snapdeal. It will cover the various aspects of the strategies of these companies to woo customers and their impact. Also it will highlight how these companies are making their presence felt in the E-world by not only aiming at customer delight but also making efforts to survive the competition.

Key words: Internet, Retailing, E-tailing, growth, Challenges and Opportunities, consumer behaviour, customer delight.

Introduction
India has an internet stoner base of about 375 million which is nearly 30 of population as of Q2 of 2015. India's e-commerce market was worth about $3.9 billion in 2009, it went up to $12.6 billion in 2013 and, the e-retail member was worth US$2.3 billion and is anticipated to cross 100 million mark by end of time 2016 (Report collected by Forrester Consulting). Though the penetration of e-commerce is low in India as compared to the US and UK markets but is growing at a important faster rate and holds huge eventualty in the times to come. The Asia Pacific is arising as the fastest growing region for online retail with the Indian and Chinese markets widening up. The online retail or E-tailing market represents comparatively a small bit lower than 1 percent of the total retail business; it's anticipated to come at least 5 percent of the total retail pie by 2020. The KPMG report states that the organised retail market in India is only 7 but is poised to grow to 12 by 2020. We now increase our 2020 estimate (of India's ecommerce market) from $ 102 billion to $ 119 billion, this takes our estimate of the total Indian Internet market size from $ 137 billion to $ 159 billion (now including online food aggregation business). Morgan Stanley Research said in a report. It holds immense implicit driven by factors like increased internet penetration, operation of smart phones, cost advantages and huge backing by private equity investors. Cash-on-delivery (COD), rising working women, online payment systems, favourable demographics, and lack of organized retail market are some of the other crucial driving factors enabling the growth of online retail in India. The major titans in online merchandising, Amazon, Flipkart and Snapdeal, have moved down from the traditional supply grounded model to a new virtual business model.

E Commerce Market

E-COMMERCE PECKING ORDER
A Morgan Stanley report reveals market shares for the first time

MARKET SHARE

- 9% Others
- 15% Amazon
- 32% Snapdeal
- 44% Flipkart

BREAK-UP OF INDIAN E-COMMERCE

- 51% Electronics & appliances
- 30% Fashion
- 7% Books
- 12% Others*

* Others includes baby care, food & grocery, health & personal care, jewellery, furniture & home decor
Amazon.com, Inc.
Amazon.com, Inc., an American electronic commerce and cloud calculating company, headquartered in Seattle, Washington is the largest Internet-grounded retailer in the United States. Jeff Bezos, the founder of the company, revolutionized the face of the retail sector by using Internet over conventional distribution channels. The company has grown at a tremendous rate from a book dealer to a virtual Wall Mart of the web dealing from a different range of products from music CDs, software, office products, electronics, toys, games to cookware, tackle, food, and health products. Amazon has separate retail websites for United States, United Kingdom and Ireland, France, Canada, Germany, Italy, Spain, Netherlands, Australia, Brazil, Japan, China, India and Mexico. Amazon made its presence felt in India on June 5, 2013, offering books, pictures and TV shows for trade.

Marketing strategies and openings
- Hype through word of mouth, online and television announcements, website and apps.
- Traditionally, Amazon has reckoned on a combination of largely effective order fulfillment centres, dealer price competition, personal payment processing software, and a largely sophisticated online platform to deliver competitively priced products to their customers.
- It has successfully deposited itself as a Glocal (Go Global Act Local) ecommerce mammoth where one can buy anything from anywhere and get it delivered at any position.
- Using the catch phrases #AurDikhao and #Apni dukaan in its most recent crusade in India, is creating a particular touch in the minds of customers for Amazon.
- High position of client service.
- Amazon plans to bring its AWS cloud service to India in the future as well.
- Adding significant client value.
- Easy return policy and cash refunds make it more popular than Flipkart.
- In December 2015, Amazon led at $23 million investment in India-grounded Housejoy, a lunch up that offers on demand home services similar as home cleaning, plumbing, beauty, fitness, laundry and other similar services which will diversify the request for Amazon.

Major Enterprises and challenges
- Duty avoidance giving it negative hype.
- Shrinking perimeters in India, leading to a loss of $359 cores in the time 2013-14.
- Restrictions on FDI in India are acting as a hedge to covering up losses.
- Competition from Snapdeal and Flipkart
- Price war amongst the other e knitters is dropping the gains of Amazon.

Flipkart
Flipkart innovated in 2007 by Sachin Bansal and Binny Bansal (Ex workers of Amazon), is registered in Singapore, but has its headquarters in Bangalore, Karnataka. Originally, it has started dealing books online and latterly it has spread to offer numerous products. Now it offers colorful products on online like books, mobile phones, digital cameras, laptops, watches, apparel etc. Flipkart has launched its own product range under the name “Digitflip” with products including tablets, USBs and laptop bags. It also lately launched its own range of healthcare and home appliances under the brand name of “Citron”. It has so far raised $3.15 billion in 12 rounds and has made six accessions. It boasts to be the 3rd largest retailer in India in the time 2014-15. It has so far raised $3.15 billion in 12 rounds and has made six accessions. Presently, Flipkart has made further than 100 million deliveries a time which is nearly double of Amazon.

Marketing strategies and openings
- Strong brand value in India due to early entry.
- Acquisition of Myntra paved way for it to expand in the fashion member.
- Own logistics arm E-Kart, which is being used for in-house deliveries.
- Own payment gateway result provider, where customers can save their credit card details, Payzippy.
- Flipkart has its own business model where merchandisers need to register in this platform and buyers can negotiate with the merchandisers on varied service situations and it also helps the company to reduce its own supply. It'll just deliver those products.
• It’s cashing on the merchandisers offering good abatements on the gate. Still, it can gain considerably from those deals by offering logistics services to its challengers.

• Flipkart plans to operate as a business and earn bulk of its earnings from advertisements and other services, similar as logistics and warehousing charged to merchandisers.

• It has also opened offline stores in the name of Fliptomania at Bangalore and has planned to open more in Delhi, Kolkata and other metros.

Challenges

• Major investment has been made by Venture enterprises like Tiger Global and Accel Partners who dominate the decision making.

• Uncommunicative and political culture is followed.

• Cases pending on despising FDI rules.

• Flipkart is increasingly focusing on expanding the client base rather than making profits, in the process, leading to cash burn.

• Flipkart is facing a lot of competition from some of the online retailers like Amazon, Snapdeal, etc. Also, offline retailers like Shoppers Stop and Lifestyle are also entering into the etailing fashion. Walmart Inc. is also likely to invest in India soon.

• The small sacale merchandisers on flipkart complain of biasness with preference given to its associate distribution company W S Retail. No guarantee or warranty is given by small merchandisers.

Snapdeal

Founded by Kunal Bahl and Rohit Bansal in 2010, Snapdeal was started as an offline couponing business and was named as MoneySaver. It started its online business majorly in 2011. Presently, vend around 5 million products on Snapdeal. The company’s phenomenal growth in a short span has been a remarkable trip. The company began to concentrate on erecting scale and perfecting speed. When eBay invested in Snapdeal, they transport to 4000 municipalities and metropolises; and they feature 6000 brands across 500 orders. Snapdeal sells a saree and a mobile every two twinkles and is India’s “first website” to vend motorcars online. It gives a platform to merchandisers where they can vend their unutilized supply at cheap price. “The new investment puts Snapdeal’s valuation in the $6.5-$7 billion range, making it the alternate most precious incipiency in India, after Flipkart. The current figure represents a 35 percent jump from its former valuation of $4.8 billion, and follows a $500 million investment nearly a half-time ago. China’s Foxconn and Alibaba led that round, flaunting their interest in backing a company to contend with Amazon in India.”

Marketing strategies and openings

• Snapdeal charges outspoken 35 of the deal from the consumer and the rest is paid by the client directly to the seller.

• It has reckoned veritably heavy on creation and advertising.

• Snapdeal launches multidimensional digital enterprise aimed at amping the original frugality by creating e-commerce entrepreneurs, outsourcing to original BPOs, Snapdeal Technology Lab and promoting traditional state crafts.

• Launch of “Shopo” will help converse among the buyers and merchandisers.

• Breaking the language walls through conversational converse and multi lingual interfaces.

• Launch of new mobile interpretation “Snaplite” which is anticipated to be 85% faster than mobile point.

• Snapdeal blazoned that Ratan Tata has made a particular investment in the company.

• Is fund rich and has some enough strong backers, including eBay, BlackRock and Nexus Venture partners. Premji Invest, Intel Capital, Bessemer Venture partners, Ratan Tata, Japan’s SoftBank, China’s Alibaba Group, and Taiwan’s Foxconn. According to the buzz in the request, it has raised further than 340 million bones in backing. It’s also planning for an IPO.

• It lately forayed into real estate by partnering with Tata Value Homes, a attachment of Tata Housing Development.

Challenges

• Strengthening supply chain.

• Managing M commerce.
Regulatory challenges
Competition from Amazon, Flipkart, Paytm etc.

Revenues comparison of the e tailing giants at a glance

Source: www.letsalign.com
Flipkart including Myntra is on the top position with 45% share followed by Snapdeal (ex Freecharge) with 26 and Amazon at 12. Snapdeal is aggressively strategizing to move ahead in the race of gaining further request share.

What a consumer wants?
The internet client is veritably hard to prognosticate and is different from the normal client. While a normal client expects strong fidelity, such a fidelity on the Internet is delicate to gain. Millions of customers visit e-commerce spots, but only many thousands of them may buy the products. The conversion rate still is veritably low. To attract and retain the customers, the retailers particularly the e-tailers have to take further sweats. They may also give reticent customers with compelling reasons for accepting the Internet as a new way to shop, furnishing with consumer assurance brands and enhanced situations of convenience, customization, selections pricing and easy returns and refunds that will lead to more customer retention.
The e-tailing companies are furnishing luxury experiences to the customers through launches and exclusivity of special products. The arrival of Apps has enhanced the convenience level for the customers. They want more secure deals, easy returns, a bigger virtual request offering immense choice and faster deliveries. These will put a huge pressure on the major players in e merchandising. Customers have been attracted in numerous ways by these companies like Snapdeal held a “Snapdeal Savings Day” where deals were available to people visiting the e-commerce store via desktop, mobile, or apps. On the other hand, Amazon celebrated the Amazon Appiness Day, to promote its app giving deals to people on browsing the app.

Flash deals tactics are another means of client delight by enhancing the shopping experience. Guarantees and warranties fulfilled ensure quality products vended online which offer satisfaction of purchasing a product not physically seen.

Conclusion
Still, with immense growth openings, the online retail request faces the challenges in terms of logistics and structure, huge conservation cost of storages, expensive mediators, and error in online payments. As seen in the 2014 failure of the flipkart trade, logistics and proper planning to meet client orders, is a literacy for all the online e tailers. Also lack of client fidelity is a big concern. Samadi and Ali (2010) compared the perceived threat position between Internet and store shopping, and readdress the connections among once positive experience, perceived threat position, and unborn purchase intention within the Internet shopping terrain these are pitfalls affecting company gains.

A shaft of stopgap by the government can be the anticipated advertisement of allowing 100 FDI in e-commerce but that will also open doors to numerous other online retailers thereby adding the competition manifold. Also, the growth in technology will give a drive toe-tailing as the number of smart phones and internet addicts are
adding at a fast rate. Socio artistic dynamics are changing in a positive direction for online business. All the three titans are trying their stylish to rope in maximum deals but still the key to success will be managing acceptable earnings to fight the cash burn is the survival of the fittest!

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