

# A Study on Latest Technological Innovations in E-Commerce

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**Abstract:** *Internet shopping is a clever retailing technique and, unquestionably, the future of web based business. As per Avendus Capital's "India goes Advanced" report, the Indian web based business market was esteemed at 28,500 billion bucks in 2011. Forrester predicts that somewhere in the range of 2012 and 2016, the online business market in India will extend at the quickest rate in the Asia-Pacific locale at a CAGR of 57%. Online deals of labor and products are occurring for both single-brand and multi-brand organizations. The thought for this study came from the developing populace. In this special situation, research paper explores three factors that influence purchaser objectives to purchase things on the web: cost centered, accommodation centered, and wellbeing centered. The goal and mentality of 150 Bangalore online customers, as well as their view of comfort, security, and cost, are analyzed in this review. Online customers were given an organized, shut finished survey to finish up. The assembled data were penniless down in two stages. In the chief stage relationship was performed to look at between online shopping features and customer purchase assumption. In the subsequent stage, factor examination was utilized to distinguish the urgent elements that impact purchasers' goals to purchase on the web. As per the discoveries of this review, "wellbeing" makes trust, "comfort" makes ease of use, and "cost" gives economy. Each of the three of these variables straightforwardly affected customers' expectations to make buys on the web. The specialists can involve the data in this paper to all the more likely comprehend how purchasers feel about their arrangements to shop on the web.*

**Keywords:** e-commerce; attitude; safety; convenience; price

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