

# Jerseykart.in: Exploring the Dynamics of Online Jersey Sales

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**Abstract:** *As e-commerce continues to reshape the retail landscape, this research paper delves into the specific dynamics of online jersey sales, with a primary focus on the e-commerce platform Jerseykart.in. Leveraging primary data, this study explores user behaviour and engagement patterns, as well as the strategies employed by Jerseykart.in to thrive in the competitive e-commerce market. The research uncovers valuable insights into the e-commerce platform's success, examining factors that contribute to user satisfaction and conversion. Findings highlight the significance of user experience optimization, customer trust, and marketing strategies in sustaining a flourishing online jersey retail business. Additionally, this paper discusses the implications of these findings for both e-commerce practitioners and scholars, offering a nuanced perspective on the evolving dynamics of online retail. By examining Jerseykart.in's journey, this research provides a valuable case study for understanding the complexities of e-commerce in the context of online jersey sales.*

**Keywords:** E-commerce, sales, shopping, leverage