

# Overview on E-Commerce with Respect to Indian Context

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**Abstract:** *E-commerce is a booming industry in the 21st century. E-commerce means electronic commerce. Ecommerce (Electronic commerce) refers to the purchasing and selling of goods and services, as well as the transmission of payments or data, over an electronic network, primarily the Internet. Electronic commerce (E-commerce) is a paradigm change that influences both marketers and customers. Rather, e-commerce is more than just a means of enhancing current business methods. It is leading a complete shift away from conventional corporate practises. This huge shift in business strategy is experiencing exponential growth worldwide, and India is no exception. Massive internet penetration has contributed to the expansion of e-commerce, with startups increasingly utilising this option as a differentiating business strategy. Additionally, E-Commerce has severe environmental effects. Although the model is widely employed in the current corporate environment, the alternative has not been fully investigated. The purpose of the current research is to explain the E-Commerce landscape and examine its trends. The study investigates in greater detail the essential factors for the success of E-commerce business models.*

**Keywords:** E-Commerce, Internet, Self-service, Technology, Internet banking

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