EMERGING TRENDS IN E-COMMERCE WITH SPECIAL REFERENCE TO FLIPKART AND SNAPDEAL

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ABSTRACT

E-commerce (electronic commerce or EC) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, mainly the Internet. These business transactions occur either business-to-business (B2B), business-to-consumer (B2C), consumer-to-consumer (C2C) or consumer-to-business (C2B). The terms e-commerce and e-business are often used interchangeably. The term e-tail is also sometimes used in reference to transactional processes around online retail. Since 1991, after economic reforms, the whole world integrated into one small village because of which the need for E-commerce arose.