

IDENTIFICATION OF FACTORS INFLUENCING E-COMMERCE IN INDIA: ANALYSIS USING FACTOR ANALYSIS

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ABSTRACT

With rapid growth of Internet, the traditional ways of doing business is changing significantly. The internet created itself as a new medium for communication and commerce for businesses. It is difficult to imagine a business surviving without adopting a computer technology. The internet creates a virtual marketplace for sellers and buyers to be connected digitally. This medium is an inexpensive, easy and fast way to interact with customers, suppliers and business, which has given opportunities for organization, still then in India, the adoption of E-commerce is not of much significance. So, a need of introspection arises, and in this paper factor analysis has been used to find out the influencing factors responsible for promotion of E-commerce business in India.

KEY WORDS: E-Commerce, Internet, Factors Analysis, Adoption.

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