

**E-RETAIL (ONLINE SHOPPING):
A NEW REVOLUTION IN THE 21ST CENTURY INDIA**

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ABSTRACT

Today's societies in almost all parts of the world are called in a new name terminology i.e. 'Digital Society' and, the ICTs (Information and Communication Technologies) has helped to bring this revolution, which has created unimaginable miracles in the human life. From e-health, e-learning, e-governance to e-commerce; however, the one sector which has impacted more in the society is the field of e-commerce (e-retail). In India e-retail (online shopping) has been growing very fast and popular among the people and there are various reasons for it. But there are also some issues associated with this phenomenon, which needs to be take into account. Thus, this article tries to analyze the rapid growth of e-retail (online shopping) in India.

KEY WORDS: ICTs (Information and Communication Technologies); Online Shopping; e-Retail; e-Commerce and Facebook.

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