

# A Preliminary Study of Current Online Retailing in Telangana 2024

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## **ABSTRACT**

The main objective of this study is to analyze online system in Telangana and advantages and disadvantages towards consumer behavior. To this end, through a proposal applied to shopping centers, this study considers values and lifestyles as major factors that influence behaviors and intentions. The partial least squares (PLS) approach is used to evaluate the model. A multi-group analysis is conducted to compare consumers who buy goods online with those who do so at shopping centers. The results obtained show a link between the use of technology and its advantages and disadvantages. The relationships between values and behavior as well as between behavior and future intent are stronger among online consumers than the effects of lifestyles on behavior. We consider relevant theoretical and empirical perspectives and offer critical recommendations of use to shopping centre managers, movie theatres, and intermediaries of this sector.

**Keywords:** Consumer, behavior and online shopping centers

## **INTRODUCTION**

Online shopping is increasingly popular for variety of reasons. There are certainly outside factors such as increasing gas prices, difficulty in getting to traditional stores and hassles often associated with shopping malls and other traditional stores to contribute to the increased interest in online shopping. Consumer can get full information about the product with its reviews being passed by the existing users. If one wants to buy a product he/she is no longer limited to asking the friends and families because there are many products reviews on the web which gives opinions of the existing users of the product. Online shopping sites contain wide variety of goods both high quality keeping in mind the level of the people.

1. There are no national and international barriers.
2. In online shopping the consumers will be in a demanding position and suppliers will not be in a commanding position.
3. There is enormous employment opportunities in online shopping

## **HISTORY OF ONLINE SHOPPING**

- Electronic shopping was invented by an English inventor called Michael Aldrich. In 1979, he invented the earliest form of e-commerce which allowed online transaction processing between business and customers, as well as between business and business.
- The invention of the first ever web browser, i.e. the World Wide Web in 1990 is the second major proponent of online shopping. Without an interconnected internet, there would be no online

marketplace at all. We owe this marvelous invention called the ‘WWW’ to Tim Berners Lee. That man is the major reason why millions of people have access to the internet which hosts numerous e-commerce platforms.

- After the establishment of these two very important platforms, the expansion of online shopping was only imminent. In 1994, Netscape developed an encryption-based internet security protocol called SSL – or Secure Sockets Layer.
- 1995 welcomed the biggest transformation of online shopping. The first online marketplaces were established. First came Amazon.com, arguably the biggest online marketplace launched by Jeff Bezos—yup, the richest man in the world as of 2019 with an estimated net worth of \$115 billion.
- Can’t be a monopoly, so eBay.com joined the party. At the time eBay was called Auction Web—good thing they changed the name.
- All these online marketplaces with no reliable payment gateway. It is 1998, PayPal gets a full swing at the online payment system niche; quickly becomes a success.
- Once a dream, online shopping was now taking shape. Jack Ma, a failure in many things launched a very prominent Chinese marketplace in 1999 called Alibaba.com. You know the one.
- At the turn of the 21st century in 2000, Google launched Adwords, an advertising service that allows sellers to place adverts in Google search results related to viewers’ search preference. In other words, Google connected sellers to buyers on a greater scale.
- Another subtle yet huge idea changed the world of online shopping forever. In 2004, Shopify, a prominent online storefront service made it possible for low-capital sellers to set up online stores. Shopify is to online stores as Word Press is to websites.
- In 2006, PayPal launched a new way for people to exchange money and buy things they want online directly from their cell phones.
- As of 2024, it’s clear to see that the entire internet is now a virtual shopping mall. With people choosing to carry out trades on Instagram, Whatsapp and Face book, it’s safe to say that we are in the online shopping era.

## GROWTH IN ONLINE SHOPPERS

In 2024, the scope of online retailing in Telangana remains robust and promising, reflecting broader trends seen globally and locally. Several factors contribute to the flourishing landscape of online retailing in Telangana:

**Tech Hub:** Hyderabad continues to solidify its position as a prominent tech hub in India, with numerous IT companies, startups, and tech-savvy professionals. This environment fosters innovation and adoption of digital marketing strategies.

**Growing Internet Penetration:** The increasing penetration of internet services, especially in semi-urban and rural areas Telangana, expands the potential reach of digital marketing campaigns. This wider audience presents ample opportunities for businesses to engage and convert customers online.

**Mobile-first Approach:** Like the rest of India, Telangana sees a significant portion of internet users accessing the web via smart phones. Digital marketers need to tailor their strategies to cater to this mobile-first audience, emphasizing mobile-friendly content, apps, and platforms.

**E-commerce Growth:** The COVID-19 pandemic accelerated the growth of e-commerce, with global e-commerce sales surpassing \$4.9 trillion in 2021, according to e Marketer. This underscores the importance of digital marketing for online retailers to attract customers and drive sales.

## ONLINE RETAIL SCENARIO IN INDIA

The Indian retail industry has come of age and has emerged as one of the most dynamic industries in the world. Accounting for over 10 per cent of the country's Gross Domestic Product (GDP) and approximately 8 per cent of the employment, it is expected to nearly double to US \$1 trillion by 2020 from US \$600 billion in 2015, registering a Compound Annual Growth Rate (CAGR) of 16.7 per cent over 2015-2020.

India's growing per capita income, a rising middle class, changing demographic profile, urbanization, and attitudinal shifts in the consumer spending pattern, all indicate the retail sector's potential to be the real growth engine of the country's economy.

The retail industry, which currently stands at US \$625 billion, has evolved over the past decade with major domestic and international players playing a significant role in the ecosystem. They have long term plans to expand their business across verticals, cities and formats owing to a spurt in online retail activity in the last few years.

Online retail is fast catching on, not just in the larger metros but also in the Tier II and Tier III cities. This growth can be attributed to increasing internet penetration and smart phone revolution. Today, the number of tech-savvy consumers who explore multiple channels before making their crucial purchase decisions has grown manifold.

Keeping in mind the growing online potential, not just the brands but retail chains as well, are upgrading their websites to make it more convenient for customers to shop online. Going forward, total number of online shoppers is estimated to grow 3.5 times to touch 175 million by 2020, from 50 million in 2015.

Consumer goods in different categories including electronics, food, grocery, apparels, home appliances are available online and the range of products is expected to grow further. An interesting trend to observe is that online fashion is emerging as the fastest growing category in India's booming e-commerce market, backed by strong technology and marketing strategies.

Going forward, by 2020, India is expected to generate \$100 billion online retail revenue out of which \$35 billion will come from fashion e-commerce. This clearly implies that online apparel sales are set to grow four times in the next five years and will contribute significantly to the burgeoning e-commerce growth.

Although, apparel has always been one of the most popular segments in retail and shoppers were always skeptical about shopping for clothes online, as Indian shopaholics have always loved the touch, feel and fit of their garments. This deterred them from buying online but, this has become a thing of the past. Today, with increased awareness and easy-to-use applications shoppers have migrated to online apparel shopping.

E-retailers are constantly trying to adopt innovative strategies to cater unique need and preferences of customer. They have adopted the digital disruption to provide consumers more influential products and services, in order to strengthen the bond of trust.

They have bridged the gap between retailer and customer through online to offline space leading to an enhanced customer shopping experience.

An interesting fact that has emerged is that almost all the internet growth in India is happening on mobile and is driving growth across platforms. By 2018, India is set to witness 500 million internet users and 280 million Smartphone users who would be the key drivers for e-commerce portals.

And, online retail sector has got a further boost with the Indian Government's "Digital India" initiative. The government will deliver services via mobile connectivity and in doing so, it is expected to bring the

internet and broadband to remote corners of the country, thus providing the underlying connectivity for e-commerce. This will further expand the reach of the e-commerce market into India's tier-4 towns and rural areas.

Furthermore, the government is revamping the Indian Postal service and aims to develop it as a distribution channel for e-commerce related services. This will significantly improve delivery services and cash transactions (via cash on delivery payment options) in more remote and rural areas, thus increasing the reach of e-commerce players and expanding the potential market.

Customers, today have an ever increasing choice of products at the lowest rates. E-commerce is creating the biggest disruption in the retail industry and this trend will continue in the years to come. And, the coming years are expected to bring transformation in technology usage among SMBs as they make their online presence.

With more and more businesses embracing e-commerce and many of the roadblocks such as connectivity and logistics being sorted out, the Indian online retail market will drive consolidation in the market.

## OBJECTIVES

1. To understand the concept of online retailing
2. To study the consumer behavior towards online retailing.
3. To study the present scenario of online e- retailing in Telangana.

## REVIEW OF LITERATURE

1. Richard Shambare, et al (2011) says that social networks have revolutionized communication patterns in the 21st century. Young consumers have integrated social media in their daily lives. Faster internet access and cheaper 3G technology and smart phones have a positive influence on adoption of social media.
2. SulekhaOjha, et al (2011) says that the retail infrastructure has witnessed a transformation with a rapid growth of E commerce especially in last two decades. Online retailing has the advantage over retail store in form of convenience, better price, variety, and ability to compare brands, better knowledge about the products, time saving and 24\*7 availability. Online retailing is readily accepted by younger generations in Jaipur.
3. NidhiYadav (2012) says that websites like Facebook and Orkut have 60+ million exclusive visitors every month. Social media is playing a vital role as an advertising source in businesses. Social media is not just a tool to interact with other users but also acting as a medium to reach the prospective customers.
4. Geetanjali Naidu and Sunil Agrawal (2012) says that social media is influencing the buying behavior of customers in a dynamic way. People are using social media communication as well as gaining product information. Facebook is the most used website among people in Raipur city. They also suggest manufacturers to make use of social media in a systematic way to achieve success in market.
5. Megan Fallon (2012) study reveals that Facebook and twitter are the most popular social media sites among the companies and the customers. The promotions done by the companies are effective in gaining attention of customers. Promotions done through social media are influencing what consumers purchase but does not lead to a life-time of brand loyalty

6. Preyal Desai, et al (2012) found that Facebook is the most preferred social networking site among the youngsters, face book helps to create product and brand awareness and is affecting both males and females. Reviews from friends on Facebook has a positive effect on purchasing decision for movies, books and electronic devices
7. Mrs. Pallavi Kumari (2012) says that Consumer behavior is complex and very often not considered rational. People of India comprise different segments of consumers, based on class, status, and income. Emergence of rural markets is one of the important recent developments in India. India is a lucrative market with a large customer base for both low cost and high cost products. In this digital age companies should use the medium of social media to satisfy the customers.
8. Florence Hu Huimin(2012) investigated the consumer purchasing process and knowledge flows between individuals in social media, at the same time considering the different type of proximity that affect it. . Results and theories have shown that advertisement and product information in social media are affected by the different types of proximity plays, which is creating an impact in consumer purchasing decision process.
9. ManavAggarwal(2012) says that online shopping is a recent phenomenon in e marketing and has a huge growth potential. It provides the benefits of anytime and anywhere shopping experience to the customers. Studies have revealed that online shopping is rapidly growing across the world. Easy availability of Internet is one for the reasons for growth of online shopping in India.
10. Dr. GagandeepNagra and Dr. Gopal(2013)there has been a growth of online shopping habits among the customers in India but the frequency is relatively less. Demographic factors like age, gender, marital status, family size and income are the factors that significantly affect online shopping behavior of consumers..
11. SimonaVinerean, et al (2013) say that social media allows consumers and prospects to communicate directly with the companies or discuss with their friends about the brands. Their study suggests different approaches for online marketers who want to invest in social networking sites to improve their advertisement performance. One approach is to develop trust in the minds of the customers.
12. PatarawadeeSema (2013) says that social media has become an important tool for communicating among people. People make use of social media to share their experience, reviews, information, advice warnings which automatically influence the consumer decision making. The result shows that social media has a positive influence on travelers decision making for their future vacations.
13. MalinSundström (2013) states that Impulse buying of online fashion is driven by emotional factors and the impulse purchase is strongly connected to the consumer's anticipation. One prominent trigger is that consumers feel that the product is good value for money. Consumers are easily attracted by discount offers and the opportunity to make a bargain. Inspiration from friends, primarily through pictures in social media, affects the consumer's impulsive buying tendency
14. Muhammad ShafiqGula, et al (2014) says that customers are highly dependent on social media to know about latest fashion. The findings show that though social media affects both purchase behavior and Fashion consciousness of consumers but there is a weak positive relationship between them.
20. Ismail Erkan& Chris Evans (2014) says that online WOM is one of the fastest growing areas in the field of marketing. The effect of e WOM in social media on purchase intention remains uncertain among the university students.
15. VarshaGoyal(2014) There is a large section of market which is still untapped by the Indian banks. Due to technological advancement and increased competition the traditional way of doing banking



business has changed and the success of any bank depends upon effective E-marketing strategies and consumer satisfaction.

16. Indrila Goswami Varma & Ms Rupa Agarwal (2014) Homemakers in western suburbs of Mumbai are utilitarian and hedonistic shoppers. Social & emotional needs of customers are not satisfied by online shopping. A big segment of home makers spend money liberally but when it comes to online shopping they become conservative. Offline shopping leads to impulse buying and immediate gratification whereas social media is limited to creating awareness and leads to information search only
17. Colby, D. (2004) studied E-Retailing: The Real Story. Their objective of the study was to highlight some of the considerations and concerns of creating an e-Retail business. They found that the industry will continue to grow and offer tremendous opportunities to the entrepreneur that is willing to invest the time and effort required to make a business a success. They found that the Internet can be fun and offers the challenge of an ever Changing environment.
18. Mostaghel, R (2006) studied Consumer Satisfaction: Service Quality in Online Purchasing in Iran. They have conducted a survey of 500 respondents with the help of Questionnaire. They have studied the most dimensions of service quality that affects consumer satisfaction in online purchasing in Iran. They found that the most important factor in service quality is fast access followed by design of website and 24\*7\*365 user accessibility and brand image of service provider.
19. N.S.D.C studied Human Resource and Skill Requirements in the Organized Retail sector. They have studied on mapping of human resource skill gaps in India till 2022. They have studied functional skill and soft skill required to operate the store. Along with that they have also identified gap. They found that projected human resource required in 2022 in retail industry will be 176,252,000.
20. Duffy and Dale identified ten processes that are critical to success of Electronic Commerce based on interviews with consultants experienced in EC engagement. One of them is to understand the consumer behavior. Therefore, in order to build a better B2C Environment to facilitate the commercial transactions, it is necessary to understand the behavior differences between the virtual store consumer and physical store customer.

## METHODOLOGY

The methodological aspects related to the research conducted in the present study are given in this chapter. It begins with a development of the research frame work. Then, it provides the hypothesis developed in this study. Thereafter, the design of the research instrument, Scales and measurements, and the data collection procedure will be discussed. Finally, the data analysis techniques used are also presented.

## DATA COLLECTION TOOLS

### Secondary Data:

Secondary data was collected from the various books and research organizations that are regularly into developing and generating data and periodical reports on the Indian e-retail report. Internet has also been used to get some data relevant to the Study, Google, Google scholar, Springer and J-Gate online libraries were also used to get the relevant literature for the review. Various books related to marketing research, retail management, marketing management and general consumer behavior has also been referred, business magazines and journals were also used for getting the relevant data for the research.

## RESEARCH GAP

Review of literature reveals that a number of studies have been conducted in recent years concerning internet and e-commerce adoption. However, most of these studies focused on consideration and concerns of e-retailing. Reported that till now no study has been carried out on internet scenario in Telangana the present study has focused on untouched aspects of online retailing.

## RESEARCH DESIGN

A research design is a frame work or blueprint for conducting the marketing research project. It specifies the details of the procedure necessary for obtaining the information needed to structure and / or solve marketing research problems.

## ADVANTAGES AND DISADVANTAGES OF ONLINE RETAIL

Online retailing is growing at an astonishing rate, with online sales now accounting for around one quarter of the total retail market. Retailers who ignore e-commerce may see their trade lessening as customers continue to shift to ordering products online. However you need to think carefully and weigh all the advantages and disadvantages - backed by good market research - before deciding on whether or not to trade online.

### ADVANTAGES OF ONLINE RETAIL

- **Easy access to market** - in many ways the access to market for entrepreneurs has never been easier. Online marketplaces such as eBay and Amazon allow anyone to set up a simple online shop and sell products within minutes. See selling through online marketplaces.
- **Reduced overheads** - selling online can remove the need for expensive retail premises and customer-facing staff, allowing you to invest in better marketing and customer experience on your e-commerce site.
- **Potential for rapid growth** - selling on the internet means traditional constraints to retail growth - eg finding and paying for larger - are not major factors. With a good digital marketing strategy and a plan a scale up order fulfillment systems, you can respond and boost growing sales. See planning for e-commerce.
- **Widen your market / export** - one major advantage over premises-based retailers is the ability expands your market beyond local customers very quickly. You may discover a strong demand for your products in other countries which you can respond to by targeted marketing, offering your website in a different language, or perhaps partnering with an overseas company. See exporting - an overview.
- **Customer intelligence** - ability to use online marketing tools to target new customers and website analysis tools to gain insight into your customers' needs. For more information on driving sales through online advertising see how to develop an e-marketing plan, and for advice on improving your customer's on-site experience see measuring your online marketing.

### DISADVANTAGES OF ONLINE RETAIL

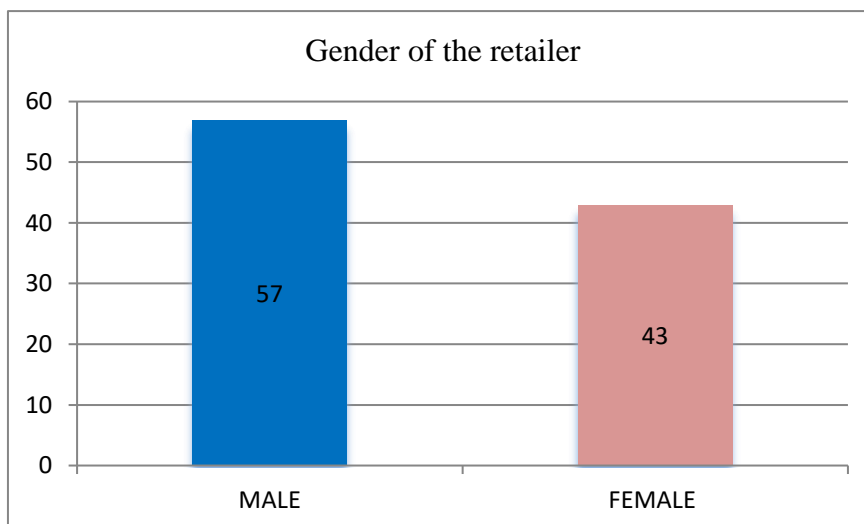
- **Website costs** - planning, designing, creating, hosting, securing and maintaining a professional e-commerce website isn't cheap, especially if you expect large and growing sales volumes. See common e-commerce pitfalls.

- **Infrastructure costs** - even if you aren't paying the cost of customer-facing premises, you'll need to think about the costs of physical space for order fulfillment, warehousing goods, dealing with returns and staffing for these tasks. See fulfilling online orders.
- **Security and fraud** - the growth of online retail market has attracted the attention of sophisticated criminal elements. The reputation of your business could be fatally damaged if you don't invest in the latest security systems to protect your website and transaction processes. See security weaknesses.
- **Legal issues** - getting to grips with e-commerce and the law can be a challenge and you'll need to be aware of, and plan to cope with, the additional customer rights which are attached to online sales. See the law and selling online.
- **Advertising costs** - while online marketing can be a very efficient way of getting the right customers to your products, it demands a generous budget. This is especially true if you are competing in a crowded sector or for popular keywords. See generate business from your e-marketing plan.
- **Customer trust** - it can be difficult to establish a trusted brand name, especially without a physical business with a track record and face-to-face interaction between customers and sales staff. You need to consider the costs of setting up a good customer service system as part of your online offering. See manage your customer care.

**ANALYSIS AND INTERPRETATION**

**1. Gender of the Retailer?**

PARTICULARS	TOTAL
MALE	57
FEMALE	43
TOTAL	100

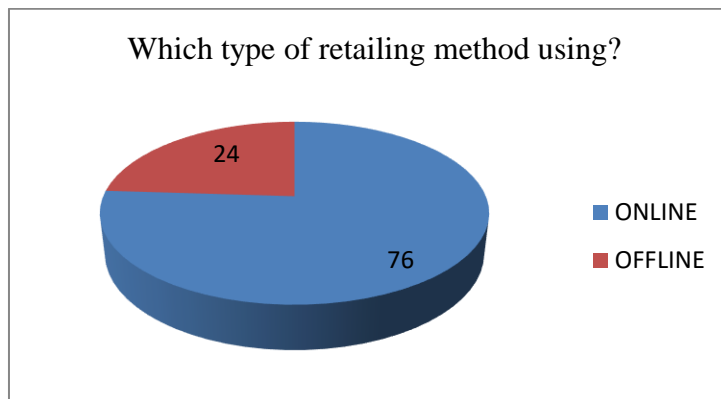


**Interpretation:** The above table shows that 57 percentage of online retailing doing by the male and 43 percentage of Online Retailing doing by the female retailers.



**2. Which type of retailing method using?**

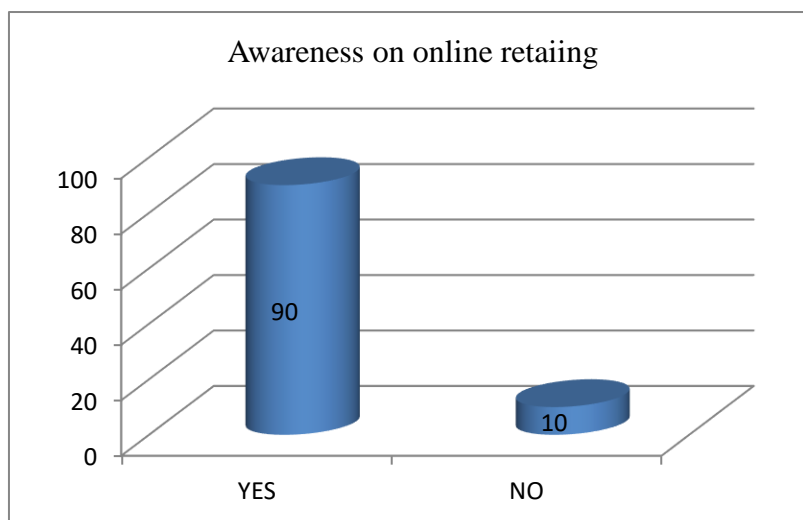
PARTICULARS	TOTAL
ONLINE	76
OFFLINE	24
TOTAL	100



**Interpretation:** The above table shows that 76 percentages of respondents are using Online for their retailing and remaining 24 percentages of respondents are doing their transactions through offline.

**3. Do you have awareness on Online Retailing?**

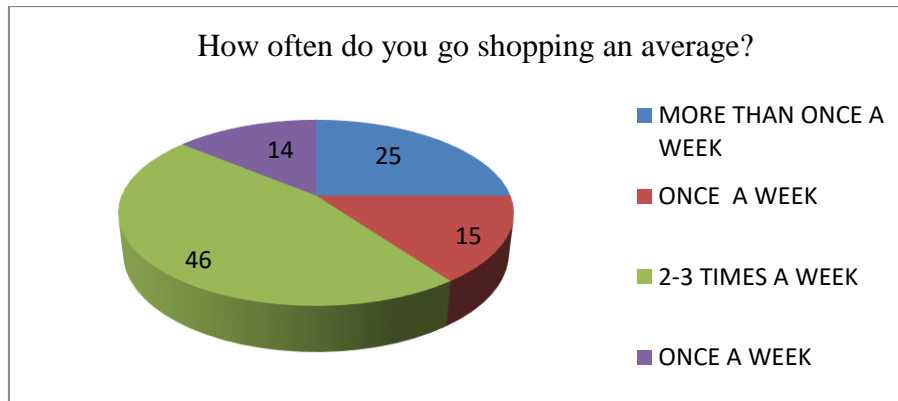
PARTICULARS	TOTAL
YES	90
NO	10
TOTAL	100



**Interpretation:** The above table shows that out of 100 percent respondents 90 percentage of respondents have an awareness online retailing and only the 10 percentage of respondents are don't have awareness on online retailing.

**4. How often do you go shopping an average?**

PARTICULARS	TOTAL
MORE THAN ONCE A WEEK	25
ONCE A WEEK	15
2-3 TIMES A WEEK	46
ONCE A WEEK	14
TOTAL	100



**Interpretation :** The above table shows that 25 percentage of respondents are doing online retailing more than once in a week , 15 percentage of respondents are doing online retailing once a week , 46 percentage of respondents are doing online retailing 2- 3 times in a week and 14 percentage of respondents are doing online retailing once in a week

**5. Why do you like shopping at Online?**

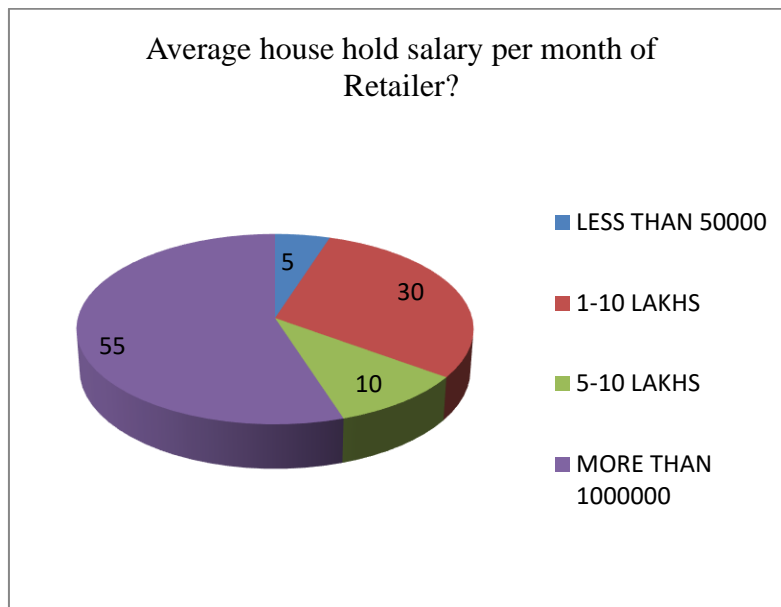
PARTICULARS	TOTAL
CONVENIENCE	40
BRAND	20
COMFORTABLE	5
SERVICE	35
TOTAL	100



**Interpretation :** The above table shows that 40 percentage of respondents are doing online retailing because of convenience , 20 percentage of respondents are doing online retailing based on brand ,5 percentage of respondents are doing online retailing based on comfortable , 35 percentage of respondents are doing online retailing based on service oriented.

**6. Average house hold salary per month of Retailer?**

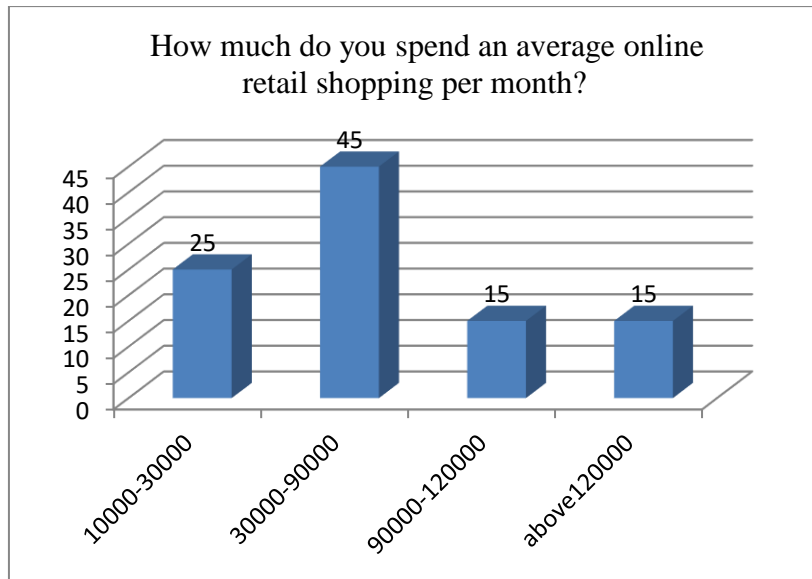
PARTICULARS	TOTAL
LESS THAN 50000	5
1-10 LAKHS	30
5-10 LAKHS	10
MORE THAN 1000000	55
TOTAL	100



**Interpretation :** The above table shows that 5 percentage of respondents have their average salary less than 50000 , 30 percentage of respondents have their average salary 1 – 10 lakhs , 10 percentage of respondents have their average salary 5 – 10 lakhs and 55 percentage of respondents have their average salary more than 1000000.

**7. How much do you spend an average online retail shopping per month?**

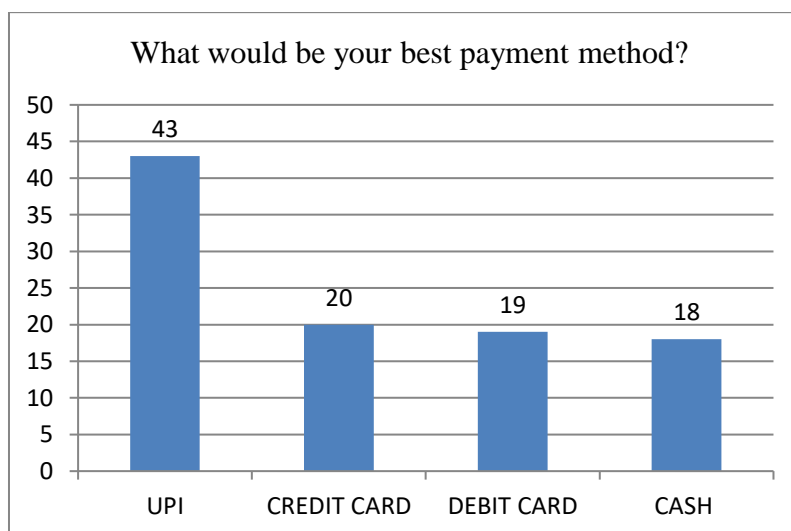
PARTICULARS	TOTAL
10000-30000	25
30000-90000	45
90000-120000	15
above120000	15
TOTAL	100



**Interpretation :** The above table shows that 25 percentage of respondents are spending between 10000 – 30000 on online retailing ,45 percentage of respondents are spending between 30000 – 90000 on online retailing , 15 percentage of respondents are spending between 90000 – 120000 and 15 percentage of respondents are spending above 120000.

**8. What would be your best payment method?**

PARTICULARS	TOTAL
UPI	43
CREDIT CARD	20
DEBIT CARD	19
CASH	18
TOTAL	100

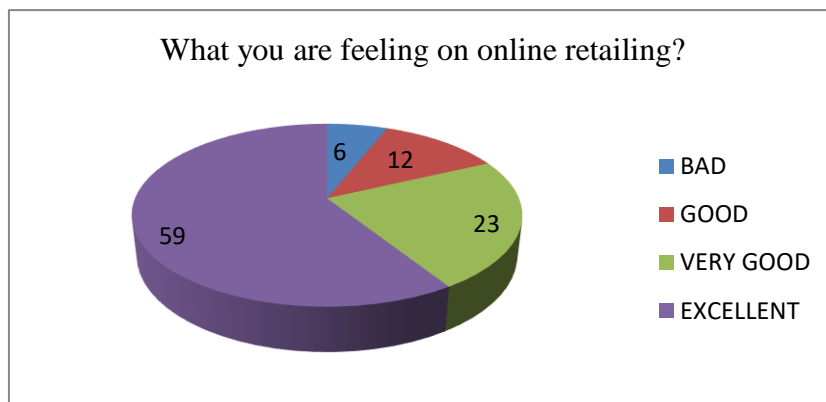


**Interpretation:** The above table shows that 43 percentages of respondents are using UPI for payment purpose, 20 percentages of respondents are using Credit Card for payment purpose, 19 percentages of

respondents are using debit card for payment purpose and 18 percentages of respondents are paying the amount through cash.

**9. What you are feeling on online retailing?**

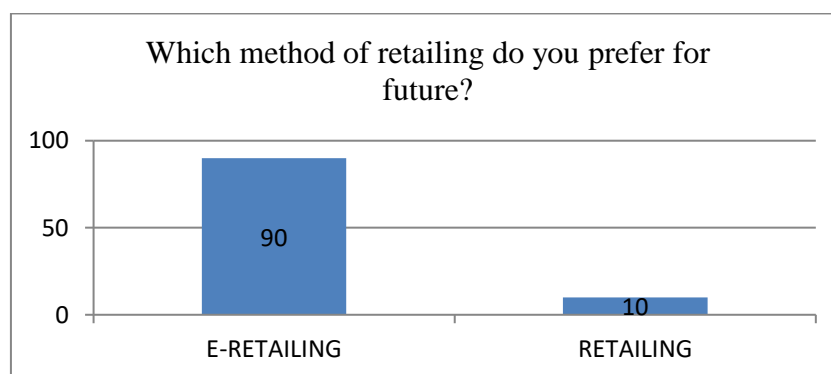
PARTICULARS	TOTAL
BAD	6
GOOD	12
VERY GOOD	23
EXCELLENT	59
TOTAL	100



**Interpretation:** Most of the respondents are satisfied by using online retailing. 6 percentages of respondents bad, 12 percentage of respondents good, 23 percentage of respondents very good and 59 percentage of respondents are given excellent about online retailing.

**10. Which method of retailing do you prefer for future?**

PARTICULARS	TOTAL
E-RETAILING	90
RETAILING	10
TOTAL	100



**Interpretation :** The above table shows that out of 100 respondent 90 percentage of respondents want to be in touch with online retailing and 10 percent of respondents not willing to be in touch with online retailing.

## FINDINGS

- Lack an understanding of the types of online retailing services available.
- Consumer reactions to the service failure/recovery encounters they are experiencing.
- This research involves two studies employing both qualitative and quantitative methods with samples of online retailers to provide an initial examination of the service recovery management of online retailers.
- The results provide a typology of online service failures and demonstrate a number of areas in which online retailers are failing to effectively manage their service recoveries.
- This study includes implications for online retailers as well as directions for future research.

## SUGGESTIONS

- More discounts compared to physical stores is a major pull for the customers to shop from e-retailers, to maintain this heavy discounts in the long term business will be the major challenge for e-retailers.
- Cost estimation & future planning of pricing, promotional activities will be essential to cater market demands. Currently e-retailers offer very few or no Loyalty programs for e-consumers which most of the solid stores provide. To maximize customer lifetime value for long term run Loyalty Programs for existing high value e-consumers should be launched.
- .Online shopping services are mostly available in metro cities or in the urban areas for e-retailers to expand the customer base in smaller towns they need to do tie ups with small entrepreneurs & local suppliers..
- Mostly when a new product is launched online ‘Stock out’ situation arises, which leads to unavailability of stocks, it demotivates e-consumer to wait a long time to buy online.
- Stock out situation need to be properly monitored, planned & estimation of demand should be calculated. More of Brand & trust building exercises should be carried out in order to position a positive image of online shopping in consumers mind.
- Cash on delivery is a most preferred option, but cash spending is limited and have restrictions. Consumers spend more with credit card compared to cash.
- Still consumer’s doesn’t trust e-retailer because of history of credit card frauds. E-retailers need to find a solution to this problem to increase spending in the future. Currently products are couriered directly without route planning which results in cost to e-retailers.
- Google maps should be used for customer location finding. Multiple order delivery of single e-consumer is not delivered by single person. It is delivered by different delivery boys.
- Multiple delivery planning should be done in order to save cost of delivery & time.
- Most of the corporate houses in India offer Festive shopping cards for their employees as a part of corporate engagement.
- E-retailers need to launch such a festive shopping cards, such as Diwali, New Year, Bonus, Loyalty, etc.,



- Based on past purchases & transaction history e-consumers should get automatic Product recommendations which in turn will lead to increase in online shopping.

## CONCLUSION

For retailers in Telangana, online shopping is gaining recognition as it entails many benefits for them. Some of these include, No real-estate costs, Enhanced customer service, Mass customization, and Global reach, Niche marketing and specialized stores. In the next 5 years, online retailing in Telangana will strengthen even further. However, longstanding sustainability directly depends on factors like changes in the market, innovations and interactivity by market players. Owing to increased penetration of credit cards and easy access of computing facilities to a wider population, Internet retailing in India has witnessed a promising growth. Moreover, bargain hunting. Consumers are latching on this trend as Internet retailers are known to offer products at special discounted prices compared to store based retailers. Consumers in the country can now truly expect a well streamlined, efficient and world class shopping experience supported by the best technology.

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