A study on

THE ANALYSIS OF AI ON E-COMMERCE WITH REFERENCE

TO AJIO AND MYNTRA

Project Report

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Under the guidance of

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CERTIFICATE

This is to certify that the project titled **"A STUDY ON THE ANALYSIS OF AI ON E-COMMERCE WITH REFERENCE TO AJIO AND MYNTRA"** submitted to Mahatma Gandhi University in partial fulfillment of the requirement for the award of Degree of Bachelor in Commerce is a record of the original work done by **Ms. Parvathy Krishna, Ms. T M Heba, Ms. Sree Lakshmi V**, under my supervision and guidance during the academic year 2020-23.

Project Guide

Smt. Jini Justin D'Costa   **Smt. Jini Justin D'Costa**

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DECLARATION

We Ms. Parvathy Krishna, Ms. T M Heba, Ms. Sree Lakshmi V, final year B.Com students, Department of Commerce (SF), St. Teresa's College (Autonomous) do hereby declare that the project report entitled A STUDY ON THE ANALYSIS OF AI ON E-COMMERCE WITH REFERENCE TO AJIO AND MYNTRA submitted to Mahatma Gandhi University is a bonafide record of the work done under the supervision and guidance of Smt. Jini Justin D'costa, Head of the Department of Commerce (SF), St. Teresa's College (Autonomous) and this work has not previously formed the basis for the award of any academic qualification, fellowship, or other similar title of any other university or board.

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INTRODUCTION

Artificial Intelligence (AI) has had a significant impact on many industries, and e-commerce is no exception. In recent years, AI has become increasingly integrated into the world of e-commerce, providing online retailers with new ways to engage with customers, streamline their operations, and improve their overall performance. One of the most significant ways that AI is influencing e-commerce is through personalised shopping experiences. AI algorithms are able to analyse vast amounts of data on a customer's browsing and purchase history, as well as their preferences and behaviours, to deliver tailored recommendations and product suggestions. This can help retailers to build stronger relationships with their customers, increase sales, and improve customer satisfaction. AI can help e-commerce businesses in many ways, including personalised recommendations, chatbots, predictive analytics, and more AI is also being used to optimise product search and discovery. With Natural Language Processing (NLP) and computer vision, AI can analyse images, text, and voice queries to provide more accurate and relevant search results. This helps customers find the products they are looking for more quickly and easily, while also increasing the chances of upselling and cross-selling. This not only improves the customer experience but can also increase sales and revenue for the business. Another area where AI is making an impact on e-commerce is supply chain management. By using machine learning algorithms to analyse and predict demand, retailers can optimise their inventory and reduce waste. This can lead to significant cost savings, as well as improvements in product availability and fulfilment times.

Finally, AI is being used to enhance fraud detection and prevention in e-commerce. By analysing patterns in customer behaviour and transaction data, AI algorithms can identify and flag suspicious activity, reducing the risk of fraud and protecting both retailers and customers. Overall, the influence of AI on e-commerce is expected to continue to grow in the coming years, as retailers increasingly recognize the benefits of leveraging AI technologies to drive sales and improve their operations.

Chatbots powered by AI are also becoming more common in e-commerce, enabling businesses to provide instant support to their customers. Chatbots can help with tasks such as answering questions, providing product recommendations, and even processing orders.
Predictive analytics is another area where AI is making a big impact in e-commerce. Predictive analytics uses machine learning algorithms to analyse customer behaviour and predict future

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trends. This can help businesses anticipate customer needs and adjust their offerings accordingly.

Overall, AI is transforming the e-commerce industry, providing businesses with new opportunities to improve their operations and enhance the customer experience. As AI technology continues to evolve, we can expect even more significant changes in the future.

Our research is primarily focused on how Ajio and Myntra, two e-commerce websites, have been impacted by artificial intelligence. This study also describes the many artificial intelligence strategies that are being used in e-commerce, with examples from Ajio and Myntra.

ARTIFICIAL INTELLIGENCE

Artificial Intelligence (AI) is a branch of computer science that focuses on creating machines that can perform tasks that normally require human intelligence. It involves the development of algorithms and systems that enable machines to perform tasks such as speech recognition, decision making, problem-solving, and visual perception.

Artificial intelligence (AI) refers to the simulation of human intelligence in machines that are programmed to perform tasks that typically require human intelligence, such as learning, reasoning, problem-solving, perception, and language understanding. AI involves the development of computer programs and algorithms that can perform tasks that would typically require human intelligence, such as visual perception, speech recognition, decision-making, and natural language processing. Machine learning, deep learning, and neural networks are some of the techniques used in AI to enable computers to learn and improve performance over time. AI has many applications, including in industries such as healthcare, finance, transportation, and e-commerce.

AI is based on the idea of creating intelligent machines that can think, reason, and learn like humans. It involves the use of various technologies such as machine learning, natural language processing, computer vision, and robotics to create intelligent systems.

Machine learning is a subset of AI that involves training machines to learn from data and improve their performance over time. Natural language processing is another subset of AI that enables machines to understand and interpret human language.

Overall, AI has the potential to transform many industries and is already being used in various applications, including autonomous vehicles, virtual assistants, and predictive analytics. As technology continues to evolve, we can expect AI to become even more advanced and capable of performing more complex tasks.

E-COMMERCE

E-commerce, also known as electronic commerce, refers to the buying and selling of goods or services over the internet. It involves online transactions between businesses and consumers or between businesses. E-commerce can take place on various platforms, such as online marketplaces, social media, or dedicated e-commerce websites. It allows businesses to reach a wider audience and can provide customers with more convenience and access to a wider range of products and services. E-commerce has become increasingly popular in recent years, with more and more businesses shifting to online sales as a way to expand their reach and grow their customer base.

It involves online transactions between businesses and consumers, or between two or more businesses. E-commerce has become increasingly popular in recent years due to its convenience and accessibility, allowing customers to shop from anywhere at any time. Examples of e-commerce include online shopping, online banking, online auctions, and online ticket booking. E-commerce businesses may operate through their own websites, social media platforms, or online marketplaces such as Myntra, Ajio, Amazon, eBay, and Alibaba. E-commerce has disrupted traditional brick-and-mortar retail, and it is expected to continue to grow in the coming years, with the rise of mobile commerce, social commerce, and other emerging trends.

MYNTRA

Myntra is a popular Indian fashion brand that was founded in 2007. Initially, it started as an online platform for personalised gift items but later shifted its focus to online fashion and lifestyle retail. Today, Myntra is one of the leading e-commerce platforms in India, providing a vast range of fashion and lifestyle products from various Indian and international brands.

Myntra offers a wide variety of clothing, footwear, accessories, and personal care products for both men and women. The brand's collection ranges from everyday casual wear to festive and ethnic wear, catering to a diverse range of customers. Myntra has also collaborated with numerous top brands such as Nike, Puma, Adidas, H&M, and many more, making it a one-stop shop for all fashion and lifestyle needs.

Myntra's success can be attributed to its innovative marketing strategies, such as celebrity endorsements, social media campaigns, and fashion events. The brand has also invested heavily in technology, providing customers with a seamless online shopping experience through features such as visual search, virtual trial rooms, and personalised recommendations. Overall, Myntra's strong brand presence, vast product range, and excellent customer service have made it a favourite among fashion-conscious customers in India.

The company offers a wide range of fashion and lifestyle products, including clothing, footwear, accessories, and beauty products for men, women, and children. Myntra is known for its vast selection of products, with over 2000 fashion brands and more than 5 lakh styles available on its platform. The company has also introduced innovative features like augmented reality, voice-enabled shopping, and personalised recommendations to enhance the customer shopping experience. Myntra has won several awards and recognition for its innovative and customer-centric approach to e-commerce. In 2014, the company was acquired by Flipkart, which has helped it to further expand its reach and scale. Today, Myntra is one of the leading fashion e-commerce brands in India, serving millions of customers across the country with its wide range of trendy and fashionable products.

AJIO

Ajio is a popular online fashion store in India that was launched in 2016. It is a subsidiary of Reliance Retail, one of the largest retail companies in India. Ajio offers a wide range of fashion products for both men and women, including clothing, footwear, accessories, and beauty products. The brand's collection is diverse, ranging from everyday wear to ethnic wear and luxury fashion, catering to customers with varying tastes and preferences. Ajio's products are sourced from various Indian and international brands, including its own private label. The brand has a strong focus on sustainability, with a range of eco-friendly fashion products, including clothes made from recycled plastic and sustainable materials.

Ajio has been successful in gaining popularity due to its unique selling points such as a curated collection of fashion products, exclusive designer collaborations, and a seamless online shopping experience. The brand has also launched various digital campaigns, celebrity endorsements, and fashion events to engage with customers.

Ajio's focus on customer service and innovative technology has also contributed to its success. The brand has introduced features such as 3D virtual try-on rooms and a visual search option to provide a personalised and immersive online shopping experience for customers.

Overall, Ajio has established itself as a leading online fashion store in India, catering to a diverse range of customers with its extensive product range, sustainable approach, and customer-centric approach.

STATEMENT OF THE PROBLEM

Our study fundamentally aims at how artificial intelligence has impacted e-commerce websites - Ajio and Myntra. This study also introduces which kind of artificial intelligence techniques are utilized in e-commerce with highlight applications from Ajio and Myntra. In addition, artificial intelligence has not only played an important role to enhance customer service for the company in e-commerce but also helped improve their yearly profit by creating more effective online shopping strategy campaigns and achieving client goals by learning their needs and expectations.

SIGNIFICANCE OF THE STUDY

Artificial intelligence (AI) has had a significant impact on e-commerce, revolutionising the way businesses operate and the way customers interact with online stores. Here are some of the ways AI has influenced and impacted e-commerce:

Personalization: AI can be used to analyse customer behaviour, preferences, and purchase history, allowing online stores to offer personalised recommendations and shopping experiences.

Chatbots: AI-powered chatbots are used by online stores to provide customer support, answer questions, and guide customers through the shopping process.

Search optimization: AI can analyse search data and help improve search results, making it easier for customers to find what they are looking for.

Fraud detection: AI can help identify and prevent fraud, including credit card fraud and identity theft, in real-time.

Inventory management: AI can help optimise inventory management by predicting demand, identifying popular products, and automating order fulfilment.

Pricing optimization: AI can help businesses optimise pricing strategies by analysing market data and predicting consumer behaviour.

Voice assistants: With the increasing popularity of voice assistants like Amazon's Alexa and Google Assistant, AI is being used to enable voice-based shopping experiences.

Predictive Analytics: AI can analyse customer data to make predictions about their future behaviours and purchases. This allows e-commerce companies to tailor their marketing efforts and product offerings to maximise sales.

Supply Chain Optimization: AI can optimise supply chains by predicting demand, managing inventory levels, and improving shipping logistics. This leads to lower costs and improved efficiency.

Overall, the impact and influence of artificial intelligence on e-commerce are significant, and it is expected to continue transforming the industry in the years to come.
AI has the potential to greatly improve the efficiency and effectiveness of e-commerce, making it easier for businesses to provide personalised experiences and optimise their operations while making it more convenient and enjoyable for customers to shop online.

From digital transformation and software-as-a-service to virtual reality and artificial intelligence, technology keeps pushing the limits of what e-commerce can do. AI can help today's online retailers deliver an optimised customer experience on and off their e-commerce websites by using collected business and customer data to make better business decisions and more accurately predict the future. AI also plays a big role in helping you automate the repetitive tasks that keep your online store functioning like product recommendations, loyalty discounts, low-level support, and more. The research helps you find the ways in which AI and e-commerce come together and their prompt outcome on the consumers.

OBJECTIVES OF THE STUDY

1. To study the commercial impact of artificial intelligence in e-commerce
2. To assess the customer satisfaction level with e-commerce websites
3. To make a comparative study of Ajio and Myntra from an artificial intelligence perspective.

RESEARCH METHODOLOGY

The research was undertaken to make a comparative study on consumer perception towards AJIO and MYNTRA on the basis of the impact and influence of AI in e-commerce. This study was conducted in the Ernakulam district with a sample size of 170 participants.

In this study, the data is collected from both primary and secondary sources. Primary data are those collected by the investigator himself for the first time and thus, they are original in

character. In this study, primary data was collected using the survey method or questionnaire method and evaluating the feedback received. It is a google form we created that is sent to the respondents. The success of this method depends on the proper drafting of questions.

Secondary data are those which have been collected by some other person for his purpose and published. Secondary data was collected from different published sources such as articles and websites.

SCOPE OF THE STUDY

Especially in the fashion and accessory industries, artificial intelligence (AI) has a huge impact on the e-commerce sector. Some of the ways in which AI is used in e-commerce include:

Personalization: AI algorithms can analyse customer data such as past purchases, browsing history, and social media activity to provide personalised product recommendations, pricing, and promotional offers. This can lead to higher customer satisfaction and increased sales.

Image recognition: AI technology can recognize and analyse images to identify products, styles, and trends. In the fashion industry, this can be used to recommend similar products, suggest complementary accessories, or even identify clothing items in customer photos.

Chatbots: AI-powered chatbots can provide customer service and support 24/7, answer customer queries, and help with order tracking and returns. This improves the customer experience and reduces customer support costs.

Inventory management: AI algorithms can analyse data on customer demand, weather patterns, and other factors to optimise inventory levels and avoid stockouts. This helps businesses to reduce inventory costs and improve sales.

Fraud prevention: AI-powered fraud detection systems can analyse customer behaviour patterns and identify fraudulent activities, reducing the risk of fraud for e-commerce businesses.

Customer service: AI-powered chatbots and virtual assistants can provide 24/7 support, which can enhance the customer experience and reduce the workload for customer service representatives. A study could examine how AI impacts customer service satisfaction and efficiency.

Competitiveness: AI can give e-commerce companies a competitive edge by enabling faster and more accurate data analysis, prediction, and decision-making. A study could analyse the impact of AI on market share, profitability, and growth.

In the fashion and accessory industry specifically, AI can also be used for virtual try-on experiences, personalised styling recommendations, and trend analysis. AI algorithms can analyse customer feedback on product reviews and social media posts to identify emerging trends and help businesses to respond quickly to changing consumer preferences. The scope of the study is to find out the influence and impact of artificial intelligence in e-commerce. The study is only confined to the services provided by e-commerce businesses with the use of AI and its imminent results from it. This also evaluates whether e-business websites, such as Myntra and Ajio, two of India's most popular e-business websites, provide more useful features for accomplishing usability procedures in much less time and with ease. A sincere attempt has been made to include all the aspects relating to the study.

In conclusion, the scope of AI in e-commerce, particularly in the fashion and accessory industry, is immense. From personalization to inventory management, and fraud prevention to virtual try-ons, AI has the potential to revolutionise the way businesses interact with customers and manage their operations.

LIMITATIONS OF THE STUDY

While studying the impact of AI on e-commerce can be valuable, there are also some limitations and challenges to consider. Here are a few main ones:

Limited data availability: E-commerce companies often have large amounts of data, but access to this data may be limited for researchers. Only limited data were available from the websites

of Myntra and Ajio. This made it difficult to draw accurate conclusions about the impact of AI on e-commerce.

Limited industry standards: There are no established industry standards for measuring the impact of AI on e-commerce, making it challenging to compare results across different studies.

Small sample sizes: Studies in this field may involve small sample sizes due to the cost and complexity of data collection, which can limit the generalizability of the findings.

Ethical concerns: The use of AI in e-commerce raises ethical concerns such as data privacy, bias, and the potential for job displacement. Researchers need to be aware of these issues and address them appropriately.

Limited generalizability: Studies on AI in e-commerce are often specific to certain industries, products, or platforms, and may not be generalizable to other contexts. In this project, we are only focusing on Myntra and Ajio, this limits the usefulness of the research in informing broader policy or practice.

Technical complexity: Studying AI in e-commerce requires a deep understanding of technical concepts, such as machine learning, data mining, and natural language processing. Researchers need to be well-versed in these areas to design and implement effective AI systems.

Other minor limitations are:
1. Only trust is the confident and assured factor when it comes to the authenticity of the information provided by the consumers.
2. Sudden changes in the market conditions which lead to a corresponding change in consumer behaviour or present trends in the due course of the project will affect the project.
3. Some biases may arise in the responses which cannot be ruled out fully.

Overall, while studying AI in e-commerce is an exciting and rapidly developing field, researchers need to be aware of these limitations and challenges to ensure that their findings are accurate, relevant, and ethical. In conclusion, while studying AI in e-commerce can be valuable, researchers need to be aware of the limitations of their studies and ensure that they

are addressing ethical concerns, technical complexities, and data limitations. They also need to consider the generalizability of their findings to other contexts.

REVIEW OF LITERATURE

A review of the literature is the backbone of a study. It allows understanding of the varied ways of perspectives, ideas, and knowledge, around different orientations of wisdom. A better review of the literature provides an in-depth understanding of what we need to cover under our studies or the significant strengths, which coordinate the areas of our studies. It is a rare collection of different sources of knowledge, which shields the ignited mind to enlarge its tracks of learning. The process of learning which galvanized through the reading and analysis of information data from different perspectives.

A review of previous studies on the impact of artificial intelligence in e-commerce is necessary for us to have a view of different scholars and reporters. The knowledge so obtained will be useful to go in-depth and find out the unknown and unexplored areas. The earlier studies made on Analysis of AI on E-commerce and related areas are briefly reviewed here. Many authors have dealt extensively with the subject of artificial intelligence and e-commerce. Hence the researcher has made an attempt to review the various studies on this subject which are published in various journals, books, and reports.

Laith T Khrais stated in the project titled "**Role of Artificial Intelligence In Shaping Consumer Demand in E-Commerce (2020)**" that the communication between a business organization and consumers occurs through user-generated content on websites and social media. The overview of this study provides the critical outline of key tenants of artificial intelligence. This project has six main parts which are an introduction, a review of the literature, a proposed method, a result, a discussion, and a conclusion. It also provides a detailed discussion of the outcome of the research and its key observations regarding various systems like opaque, interpretable, and comprehensible which help in enhancing decision-making. These implications are very useful for further research in the future.

He also examines various artificial intelligence techniques like sentimental analysis and opinion mining, deep learning, and machine learning. It also looks into the artificial intelligence perspective in the context of shaping the marketing strategies adopted by businesses. For the research, word cloud analysis is being utilized. Data were collected from two databases namely cognitive science society and neutral information processing system. These collected data were

analysed through normalisation of the frequency of the explainability term, voyant analysis, and concordance analyses.

The project titled "**Applications of Artificial Intelligence in business management, Ecommerce, and Finance"(2021)** proposed by Harikumar Pallathadka, Edwin Hernan Ramirez-Asis, Telmo Pablo Loli-Poma, Karthikeyan Kaliyaperumal, Randy Joy Magno Ventayen and Mohd Naved have stated in their project that artificial intelligence has been used not only in the e-commerce but also in financial industries to improve customer experience, efficient supply chain management, operational efficiency, and mate size with the main goal of designing standard, reliable product quality control methods and new ways of reaching consumers with low cost. One of the most important AI techniques is machine learning which is a new area of data mining that allows a computer program to grow increasingly accurate in predicting outcomes without explicitly programming it. This machine learning technique is divided into 2 types; supervised and unsupervised techniques Some of the most common applications include sales growth and sales forecasting, profit maximisation, inventory management, security, fraud detection, and portfolio management. Other applications also include chatbox, image search, handling customer data, recommendation system, credit scoring, etc.

Katarina Repkova Stofkova, Dominik Laitkep and Zuzana Stofkova delivered the project titled **"Shopping Behavior in the context of the digital economy (2022)"**. The aim of this paper is to present the results of primary research, processed by reducing the number of attributes influencing purchasing behaviour using factor analysis. The target group of the research was women who bought mostly online. The main objective of this paper is to identify factors that influence the consumer buying process in conditions of the global market and the results was analysed on the basis of the review of the theoretical part consisting of professional contributions, books, and scientific articles. A comparison method is also used to find the common elements of the analysis. The results of the factor analysis conducted on a sample of 1324 women present interesting findings with respect to defined variables depending on the factors affecting the buying behaviour of the surveyed target group. It also revealed answers to

their hypothesis that is, women are more affected by advertising and online influencers compared with offline advertising. It also confirmed that in today's modern age cash payment moves to the background, in the case of Slovak customers.

The project **"Artificial Intelligence In Business: From Research and Innovation To Market Deployment (2020)"** by Neha Soni, Enakshi Khular Sharma, Narotam Singh, and Amita Kapoor delivers the answer to the question why every company wants to be an AI company or wants to acquire AI companies? Are all other technologies slowly being replaced with AI? The research was initiated by scanning a number of newsletters, ai magazines, journal papers, conference articles, machine learning posts, annual reports of the companies, press releases, stock market websites, online forums, and many other platforms to gather the data required to help us in the investigation. The answers to these questions will help human society to get prepared for future challenges. The present work illustrates the prominent achievement and influential technological innovations in the field of AI. The analysis of the top two hundred AI startups shows the influence of advanced research and innovation in AI on the global market. It also uncovers the top AI industries that will generate more opportunities in near future viz, business intelligence, health care, core AI, cyber security, and marketing and sales. However, it also shows that AI technology is confined only to a few regions of the world which creates an "AI divide"

The project **"Artificial Intelligence In-Service (2018)"** by Ming-Hui Huang and Roland T.Rust presents the merger between two research streams to answer important questions like when, how and to what extent should service be provided by AI, and how will the use of AI reshaped service provision and job skills have required by employees. They developed a theory of AI job replacement to describe and predict the way AI is likely to replace tasks and jobs and change the ways services are provided. It contains three key elements. First, they specify four ordinal and parallel types of intelligence—mechanical, analytical, intuitive, and empathetic—based on a synthesis of HI and AI development, listed in the order of difficulty with which AI masters them and also, they analyse how businesses should decide between humans and

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machines when offering services across the four forms of intelligence. Second, rather than at the job level, AI job replacement fundamentally occurs at the task level. When AI can perform parts of a job's functions better to accomplish a firm's specific goal, such as profit, it at least partially substitutes human labour in a service. Third, this replacement happens first for "lower" tasks, beginning with mechanical tasks and progressing to higher intelligence tasks. They conclude that innovative ways of providing service are emerging and inevitable, and the scale of job replacement may be greater than many people realise by specifying various AI replacement mechanisms for service.

Dr. Priyanka Kaushik stated in the project titled **"Role of Application of Artificial Intelligence in Business Analytics: A Critical Evaluation (2022)"** that with the development of industry and the requirement of effectiveness and efficiency of the business, there is a need to develop new systems based on AI. It can be applied to marketing, risk management, customer relationship management, and other areas. The aim of this project was to be familiar with the functions and applications of AI in business analytics and to know the impact of AI on the same. 198 respondents from various business sectors were the primary data. These data were gathered using a random sampling technique. To obtain the result statistical methods like mean and t-tests were used. The findings of the study look more closely at both advantages and disadvantages of AI and its broad range of significance. It finds the use of AI in business analytics under the roles of customising marketing and advertising, client and stock administration, and computerizing operations.

The project **"Artificial Intelligence in ECommerce: Applications, Implications, and Challenges(2022)"** by Halima Afroc Lari, Kuhu Vaishnava, and Manu K S pertains to understanding the application of AI in e-commerce sectors. The study explores in detail all the application's major companies' challenges and the future scope of AI in e-commerce sectors. It concludes that AI holds a powerful impact on E-commerce and aims to bring new trends in the new future. The major companies taken in the study are Amazon India and Flipkart. Some of the major applications of AI found to be the use of chatboxes, virtual reality experience, image search and recognition, competitive monitoring, inventory management, optimise warehouse operation, predictive analytics, interpretation of huge volumes of data, social

commerce, cyber security, market place moderation, and retail analytics. The challenges in implementing AI in e-commerce sectors are lack of AI talent, unstructured data processing, and managing risks related to the implementation of AI.

T Thiraviyam proposed his project **"Artificial Intelligence Marketing (2018)"**. He states that AI is revolutionising the marketing world presently. His paper searches various dimensions attached to the concept of artificial intelligence marketing. It is a descriptive study where examples are cited based on references from secondary material available and some of the personal experiences of the author. The main objective of the study is to analyse various aspects of artificial intelligence and to reveal the necessity of adapting it as a marketing strategy for marketers for marketing their products and services. He analyses the advantages to both customers and marketers while adapting to the artificial intelligence system and also its risks and limitations. He describes the marketing strategies in the digital era which include content, mobile, continuous, personalised, visual, and integrated digital marketing.

The project titled **"Application of Artificial Intelligence in Electronic Commerce (2021)"** by Deepansh, Nirmal Kumar, and Ritik Kumar states that the driving force behind e-commerce transformation would be AI. It has great hope for success with the help of artificial intelligence technologies consistent with the establishment of improved control of customer relationships and sales marketing. It narrows the gap between customisation and privacy. The study shows some of the major applications of AI such as visual search of related images, real-time product marketing, voice searching, personalised recommendation to users, responding to queries, optimal pricing recommendation, creating product descriptions, filtering fake reviews of individuals, and analytics, and predicting sales.

The project titled "**A Study on Artificial Intelligence In ECommerce**" by Shyna Kakkar and Vishal Monga states that artificial intelligence has the powerful ability to acquire and analyse large volumes of data and provide decisions for actions. The data collected for the study forms the basis for creating customized recommendations for each customer. The study also looks into the AI used in various e-commerce models such as B2B, B2C, C2B.C2C.G2B, and G2C.

Some of the applications of artificial intelligence found are banking, expert systems, health care, vision systems, music, and movie recommendation services., handwriting recognition, intelligent robots, and gaming. Threats to privacy and threat to jobs are a few of the threats found in artificial intelligence. Data mining, natural language processing, and machine learning are three important aspects of AI that e-commerce businesses can use.

Sunday Ayoola Oke states in the project titled **"A Literature Review On Artificial Intelligence (2008)"** that the purpose of the study is to create a common understanding of AI research and not attempt to provide an all-encompassing framework on the literature on AI research. On a broad account, the areas of artificial intelligence are classified into sixteen categories which are reasoning, programming, artificial life, belief revision, data mining, distributed AI, expert system, genetic algorithm, systems, knowledge representation, machine learning, natural language understanding, neural networks, theorem proving, constraint satisfaction and theory of computation. The study also focuses on the applications of AI in general, AI in maintenance, AI in manufacturing fields, AI in environmental pollution, AI in robots, and AI in planning and scheduling.

The project titled **"Artificial Intelligence In ECommerce: A Bibliometric Study And Literature Review (2022)"** by Ransome Epie Bawack, Samuel Fosso Wamba, Kevin Daniel André Carillo and Shahriar Akter presents the state of research of AI in e-commerce based on bibliometric analyses and a literature review of IS Research. The bibliometric analysis highlights China and the USA as leaders in this research area. It also reveals that research on AI in e-commerce focuses primarily on recommender systems. The main research themes in this study are optimisation, trust and personalisation, sentiment analysis, and AI concepts and related technologies. Their focus is more on AI algorithms and methodologies than AI systems. The paper also discusses opportunities for future research revealed directly by analyzing the research of the study. Bibliometric data from 4335 documents were analysed and 229 articles published in leading IS journals were reviewed.

The project titled **"The Application Of Artificial Intelligence in Electronic Commerce (2019)"** by Xia Song, Shiqi Yang, Ziqing Huang, and Tao Huang describes the e-commerce development situation and prospects of AI technology, analyses the present situation of the application of AI technology in the field of E-commerce, and focuses on and discusses in detail the components of AI assistant, intelligent logistics, recommendation engine, and the optimal pricing application. They come to the conclusion that with the quick advancement and ongoing progress of research technology, deep learning platforms, voice analysis technologies, biometrics technologies, image recognition technologies, video analysis technologies, robot automatic processing systems, text analysis and natural language processing and other mainstream artificial intelligence technologies will advance steadily and AI will continue to support the growth and reform of e-commerce in the future.

Dr Anukrati Sharma states in the project titled **"Study On E-Commerce and Online Shopping: Issues and Influence (2013)"** that most of the people engaged in making decisions of purchasing are in the age group of 21-30 years. The study highlights that most of the time customers prefer to shop for clothing and accessories from online shopping websites. It also throws light that most of the customers like to make payments on delivery of the product at their places. It shows the reasons behind the growth of e-commerce and the essentials for making online shopping effective. The objective of this study was to analyse the changing buying patterns and growth of e-commerce and online shopping, recognize the factors for the success of online shopping, and throw light on the improvements to make the websites appealing. For making this research successful a questionnaire was structured from which primary data from 250 respondents has been collected. It also includes secondary data collected from various websites, books, etc. With this study, it is concluded that online shopping and e-commerce are an important part of B2B in the present world.

The project titled **"Impact Of Artificial Intelligence On E-Commerce Development (2021)"** by Ahmed Areiqat, Allam Hamdan, Ahmed Fathi Alheet , and Bahaaeddin Alareeni states that AI is on the rise in the e-commerce industry but it is far from being perfect. It shows that artificial intelligence in e-commerce will impact transactions, customer retention, satisfaction, efficiency, and many more. It also highlights a segment of the noteworthy employments of

man-made mental aptitude in web-based business nearby a segment of the certifiable plans of action. It also focuses on the e-commerce business model, recommendation engine, advantages and challenges of AI, technological advancements, and opportunities of AI.

THEORETICAL FRAMEWORK

ARTIFICIAL INTELLIGENCE

Artificial intelligence is a field of science concerned with building computers and machines that can reason, learn, and act in such a way that would normally require human intelligence or that involves data whose scale exceeds what humans can analyse.

AI is a broad field that encompasses many different disciplines, including computer science, data analytics and statistics, hardware and software engineering, linguistics, neuroscience, and even philosophy and psychology.

On an operational level for business use, AI is a set of technologies that are based primarily on machine learning and deep learning, used for data analytics, predictions and forecasting, object categorization, natural language processing, recommendations, intelligent data retrieval, and more.

Types of artificial intelligence

Artificial intelligence can be organised in several ways, depending on stages of development or actions being performed.

For instance, the four stages of AI development are commonly recognized.

1. Reactive machines: Limited AI that only reacts to different kinds of stimuli based on pre-programmed rules. Does not use memory and thus cannot learn with new data.

2. Limited memory: Most modern AI is considered to have very limited memory. It can use memory to improve over time by being trained with new data, typically through an artificial neural network or another training model. Deep learning, a subset of machine learning, is considered limited memory artificial intelligence.

3. Theory of mind: Theory of mind AI does not currently exist, but research is ongoing into its possibilities. It describes AI that can emulate the human mind and has decision-making capabilities equal to that of a human, including recognizing and remembering emotions and reacting in social situations as a human would.

4. Self-aware: A step above the theory of mind AI, self-aware AI describes a mythical machine that is aware of its own existence and has the intellectual and emotional capabilities of a human. Like the theory of mind AI, self-aware AI does not currently exist.

A more useful way of broadly categorizing types of artificial intelligence is by what the machine can do. All of what we currently call artificial intelligence is considered artificial "narrow" intelligence, in that it can perform only narrow sets of actions based on its programming and training. For instance, an AI algorithm that is used for object classification will not be able to perform natural language processing. Google Search is a form of narrow AI, as it is predictive analytics, or virtual assistants.

Artificial General Intelligence (AGI) would be the ability of a machine to "sense, think, and act" just like a human. AGI does not currently exist. The next level would be Artificial Super Intelligence (ASI), in which the machine would be able to function in all ways superior to a human.

E-COMMERCE

Electronic commerce (e-commerce) refers to companies and individuals that buy and sell goods and services over the Internet. E-commerce operates in different types of market segments and can be conducted over computers, tablets, smartphones, and other smart devices. Nearly every imaginable product and service is available through e-commerce transactions, including books, music, plane tickets, and financial services such as stock investing and online banking. E-commerce has helped businesses (especially those with a narrow reach like small businesses) gain access to and establish a wider market presence by providing cheaper and more efficient distribution channels for their products or services. E-commerce has changed the way people shop and consume products and services. More and more people are turning to their computers

and smart devices to order goods, which can easily be delivered to their homes. As such, it has disrupted the retail landscape.

What is an e-commerce website?

An e-commerce website is a digital storefront on the internet. It facilitates the transaction between a buyer and seller. It is the virtual space where it showcases the products, and online customers make their selections. This website acts as the product shelves, sales staff, and cash register of the online business channel.

Businesses might create a branded store experience on a store like Amazon, Ajio, Myntra, etc, build their own commerce site on a dedicated domain, or do it all for a multi-channel approach.

E-commerce offers consumers the following advantages:

- Convenient for owners as revenue may be generated semi-passively
- Convenient for consumers looking to easily browse for specific products
- Greater earning potential due to no limitations on physical location (can sell to anyone as long you can ship there)
- Reduced costs assuming that digital presence costs less than building, insurance, taxes, and repairs.
- Greater marketing control including data extraction from customers, targeted ads, and pop-up placement

But there are certain drawbacks that come with e-commerce sites, too. The disadvantages include:

- Limited customer service opportunities as there are little to no face-to-face opportunities
- Lacks instant gratification as customers must believe in a product before seeing it in person
- Products cannot be seen or handled until delivered (can't try before they buy)
- Risk of a down website causing lost revenue or income.
- High reliance on shipping constraints which may be out of your control
- Higher competition due to lower barriers of entry and greater customer potential

Types of E-commerce

E-commerce takes as many different forms as there are various ways to shop online channels. A few common business models that shape the world of e-commerce are:

- B2C – Businesses sell to individual consumers (end-users). The most common model with many variations.
- B2B – Businesses sell to other businesses. Often the buyer resells products to the consumer.
- C2B – Consumers sell to businesses. C2B businesses allow customers to sell to other companies.
- C2C – Consumers sell to other consumers. Businesses create online marketplaces that connect consumers.
- B2G – Businesses sell to governments or government agencies.
- C2G – Consumers sell to governments or government agencies.
- G2B – Governments or government agencies sell to businesses.
- G2C - Governments or government agencies sell to consumers.

AI IN E-COMMERCE

AI is beneficial for today's online retailers to deliver an outstanding customer and user experience in e-commerce and make intelligent business decisions by using customer data. It is crucial for a business to have an e-commerce platform to be able to compete with other retail businesses. If the e-commerce business is not able to sell online, it will not be maximising revenue. On top of that, e-commerce businesses have seen an upward surge after the pandemic. The revolutionary and transformative use of technology has led us into an era where we are immersed in social media, gadgets, and the internet as we have never been before. For all those reasons, many successful businesses have decided to embrace the online market and are seeking opportunities to improve sales in this way.

There are plenty of use cases in e-commerce for AI which people are familiar with but not know that the technology they're built on is actually related to AI. Here are six of the most common:

- Personalised product recommendations.
- Pricing optimization.

- Enhanced customer service.
- Customer segmentation.
- Smart logistics.
- Sales and demand forecasting.

Benefits of using Artificial Intelligence in E-commerce Companies

1. More targeted marketing and advertising.

Personalization is a top priority, according to surveyed retailers, but only 15% say they have fully implemented personalization across channels. Stand out from the crowd with a more personalised message and have one-to-one conversations with your customers.

Advances in AI and machine learning have enabled deep personalization techniques to customise content by the user. By analysing big data from purchase histories and other customer interactions, it can zero in on what the customers really want and deliver the message that will most resonate.

2. Increased customer retention.

Delivering targeted marketing and advertising messages personalised for their customers can increase retention. McKinsey's omnichannel personalization research indicated there is a 10-15% uplift potential in revenue and retention from omnichannel personalization strategies.

3. Seamless automation.

The goal of automation is to accomplish a task with as little human intervention as possible. That can mean anything from scheduling emails in a CRM or marketing tool, using Zapier to automate tasks, or leveraging advanced technology to help with hiring. In the context of future e-commerce trends, however, some of the most talked about today are robotics and machine learning. AI can play a big role to help in automating the repetitive tasks that keep the online store functioning. With AI, it can automate things like product recommendations, loyalty discounts, low-level support, and more.

4. Efficient sales process.

Using AI can help to create a more efficient sales process by gathering data about customers, automating follow-up abandoned cart inquiries, and more. It also helps to move customers through the funnel by having them engage with chatbots for simple questions.

Difference between Traditional Commerce and E-commerce:

E-commerce is different from Traditional commerce in many ways from the types of services they provide to the way they deal with customers.

Sl.No.	TRADITIONAL COMMERCE	E-COMMERCE
01.	Traditional commerce refers to the commercial transactions or exchange of information, buying or selling products/services from person to person without the use of the internet.	E-commerce refers to the commercial transactions or exchange of information, buying or selling products/services electronically with the help of the internet.
02.	In traditional commerce, it is difficult to establish and maintain standard practices.	In e-commerce, it is easy to establish and maintain standard practices.
03.	In traditional commerce direct interaction between the seller and buyer is present.	In e-commerce indirect interaction between seller and buyer occurs using electronic media and the internet.
04.	Traditional commerce is carried out by face-to-face, telephone lines, or mail systems.	E-commerce is carried out by the internet or other network communication technology.
05.	In traditional commerce processing of transactions is manual.	In e-commerce processing of transactions is automatic.

06.	In traditional commerce delivery of goods is instant.	In e-commerce delivery of goods takes time.
07.	Its accessibility is for a limited time in a day.	Its accessibility is 24×7×365 means round the clock.
08.	Traditional commerce is done where the digital network is not reachable.	E-commerce is used to save valuable time and money.
09.	Traditional commerce is an older method of business style that comes under traditional business.	E-commerce is a newer concept of business style that comes under e-business.
10.	Its resource focuses on the supply side.	Its resource focuses on the demand side.
11.	In traditional commerce, customers can inspect products physically before purchase.	In e-commerce, customers can not inspect products physically before purchase.
12.	Its business scope is a limited physical area.	Its business scope is worldwide as it is done through a digital medium.
13.	For customer support, and information exchange there is no such uniform platform.	For customer support, and information exchange there exists a uniform platform.

Difference between E-commerce and Retail:

From the services they offer to the way they interact with the clients, e-commerce contrasts with retail in several ways.

Sl.No.	E-COMMERCE	RETAIL
01.	In e-commerce commercial activities like buying and selling products, transactions, etc. are carried out through an electronic network means the internet.	In Retail, commercial activities are carried out by person-to-person commercial activities like malls, supermarts, and departmental stores to the consumer in small quantities.
02.	In e-commerce one customer can not physically interact with the product means the customer can only see the image and videos of the product and makes decisions.	In retail one customer can physically interact with the product means the customer can hold/touch the product, can feel the product, and decide.
03.	In e-commerce, a customer can not avail of the product quickly as it takes some time to come to the customer.	In retail, a customer can avail of a product quickly.
04.	In e-commerce, comparing prices with different vendors is easy for a customer.	In retail, comparing prices with different vendors is not easy for a customer.

05.	In e-commerce, shopping can be done at any time as there is no store time, just open an e-commerce app and shop anytime.	In retail, shopping can only be done during store hours, a customer cannot shop after store hours.
06.	A customer can speak to customer service staff during customer service hours.	A customer can speak to the retailer/employee during the store hour.
07.	Customers do not need to travel to the retail store physically, all activities are performed online just sitting in one place.	Customers need to travel to the retail store physically for shopping.
08.	If a customer is going for e-commerce marketing, then he/she has to pay for the shipping cost (but not always) along with the product cost.	If a customer is going for retail marketing, then he/she does not need to pay for the shipping cost, only the customer pays for the product he/she has purchased.
09.	In e-commerce, a customer needs a digital device like a smartphone, tablet, or laptop/computer with internet connectivity to perform any commercial activities.	In retail, a customer does not need a digital device like a smartphone, tablet, or laptop/computer and internet connectivity to perform any commercial activities.

10.	E-commerce has a large consumer focus and reach and its scope is global.	Retail has not so a large consumer focus and reach and its scope is limited to a particular region.
11.	E-commerce does not take time to show the product to customers, just search for the product and get the product.	Retail takes time to find products, sometimes it needs to ask the employee about the product.
12.	E-commerce faces global marketing competition.	Retail faces local marketing competition.
13.	E-commerce is not time-consuming as searching for products is easy, and making transactions is easy only arrival time depends.	Retail is time-consuming as searching for products sometimes takes time along with making payments but product availing is so fast.

COMPARATIVE STUDY ANALYSIS

Comparative study analysis is the process of comparing items to one another and distinguishing their similarities and differences. When a business wants to analyse an idea, problem, theory, or question, conducting a comparative analysis allows it to better understand the issue and form strategies in response.

A business might conduct this type of analysis to analyse things with obvious differences or items with both differences and commonalities. Healthcare businesses, for example, may conduct this analysis to compare two different types of medications. Other businesses might conduct a comparative analysis to examine two different production processes to determine which is more effective. Typically, a business conducts a comparative analysis to determine:

- The strategies of indirect and direct competitors

- The financial health of a business, including its investments and profit margins

- Accounting strategies, such as budgets

- How trends affect a target audience

- Emerging opportunities in technology, marketing, or related functions

It is important to conduct comparative analyses to gain a better understanding of a problem or answer relevant questions. Here are the primary goals companies aim to achieve through the comparison of data sets, documents, or processes:

1.   Providing a frame of reference for data

A comparative analysis details how data or processes compare to one another and explains how they relate. This provides context for the analysis so the differences and similarities in the relationships between data sets are clear. This type of analysis might provide in-depth data on each feature and provide historical data to make comparisons about how each feature performs.

2.   Narrowing focus

An effective comparative analysis also helps a company develop substantial and meaningful reasons for conducting the comparison. The data a company gathers for a comparative analysis that supports claims or arguments is not random but thoroughly researched evidence. The reason for conducting an analysis might be to present conflicting arguments and examine both sides or to prove or disprove an argument.

3.   Thesis

The grounds for comparison anticipate the comparative nature of the thesis. As in any argumentative paper, the thesis statement will convey the gist of the argument, which necessarily follows from the frame of reference. But in a compare-and-contrast, the thesis depends on how the two things have chosen to compare actually relate to one another.

4.   Organisational Scheme

The introduction will include the frame of reference, grounds for comparison, and thesis. There are two basic ways to organize the body of the paper;

- In text-by-text, discuss all of A, then all of B.

- In point-by-point, alternate points about A with comparable points about B.

5.   Linking of A and B

All argumentative papers are required to link each point in the argument back to the thesis. Without such links, the reader will be unable to see how new sections logically and systematically advance the argument. In a compare-and-contrast, it is also necessary to make links between A and B in the body of the essay if the paper is to hold together. To make these links, use transitional expressions of comparison and contrast.

INDUSTRIAL PROFILE OF THE E-COMMERCE SECTOR IN INDIA

In recent years India has experienced a boom in internet and smartphone penetration. The number of internet connections in 2021 increased significantly to 830 million, driven by the 'Digital India' program. As of 31 October 2022, there are 1,143 million mobile connections with 625 million urban and 518 million rural connections. The smartphone base has also increased significantly and is expected to reach 1 billion by 2026. This has helped India's digital sector and it is expected to reach US$ 1 trillion by 2030. This rapid rise in internet users and smartphone penetration coupled with rising incomes has assisted the growth of India's e-commerce sector. The e-commerce industry, both in India and across the world, has witnessed exponential growth since the pandemic, with the rapid adoption and acceptance of digitization across all segments. India's e-commerce sector has transformed the way business is done in India and has opened various segments of commerce ranging from business-to-business (B2B), direct-to-consumer (D2C), consumer-to-consumer (C2C) and consumer-to-business (C2B). Major segments such as D2C and B2B have experienced immense growth in recent years. India's D2C market is expected to reach US$ 60 billion by FY27 and thus, the e-commerce industry has grown faster in the last two years than it has in the previous two decades. The India e-commerce market size is estimated to be USD 75 billion in 2022 and has the potential

to expand to USD 111 billion by 2024 and USD 200 billion by 2026, with a compound annual rate growth (CAGR) of 20 to 22 percent, as per a data released by IN Govern Research Services. The overall e-commerce market is also expected to reach US$ 350 billion by 2030.

The pandemic has changed the way a consumer interacts with or engages in online shopping, which has grown in both complexity and scope. However, we can confidently state that today's ideal consumer is more educated and has a clear idea of what they want to buy, with more mediums/channels, exposure/product discoverability, convenience, and personalized experiences available to them.

Consumers are more than willing to make purchases from new channels or new brands that may resonate with them due to a variety of factors such as increased convenience, company/brand value, sustainability, or brand image/presence, among other positive factors influencing their decision-making.

To remain competitive and identify new opportunities, the e-commerce industry must constantly evolve while staying in sync with the latest emerging industry trends. Some of the trends we anticipate in this sector in the coming year include:

- E-tailors prioritizing user experience and convenience above all

- Increased adoption of Artificial Intelligence (AI)

- Machine Learning (ML)

- Augmented Reality and Virtual Reality (AR-VR)

- Metaverse and web3-based technologies to improve e-commerce user experiences

- The continued growth of social commerce

- Increased adoption of an Omni channel approach

While some of these trends have already been seen to some extent in recent years, they may become stronger, and more widespread in 2023. However, one of the most significant ecosystem trends we anticipate in this space is the rise of **the hybrid model of commerce**, which includes and emphasizes both offline and online/digital commerce.

Customers who were forced to make online purchases due to the pandemic are now returning to their preferred offline modes. However, since they have already reaped the benefits of vast product discoverability, easy and lucrative pricing access, and the ability to window-shop from anywhere, they are now stuck in limbo. Consumers' new expectations cannot be fully met or delivered by offline or online modes of commerce.

This is where the 'Hybrid Commerce' model comes in as a game changer; it can be dubbed as the right technology-enabled marketplace model for today's rapidly evolving consumer habits landscape. In short, hybrid commerce is essentially a marriage or convergence of the offline and online shopping experiences, allowing the end-user to enjoy the best of both worlds without having to compromise on any benefits offered exclusively by either end. It is worth noting that the hybrid model of commerce, which places technology at its heart, subtly serves the needs and benefits all stakeholders in the ecosystem, namely the buyer, seller, and e-marketplace brands.

Some other trends that can take place in the year 2023 can be seen as follows;

1.   Technology and business growth

In the last few years, India has evolved and accepted technology with broad arms. Our tech-friendly environment has been evident with speedy changes in gadgets, software, and virtual reality, and in a few years, we have covered the path from no internet to 5G in no time. Today, businesses are undergoing an evolution fuelled by technology that may be the pillar of modern retailing. Virtual Reality (VR) is one technology that can give e-commerce businesses a new life. It is one of the trends that is foreseen to attract more customers to invest in e-commerce platforms.

2.   E-Commerce growth via social media

Social media is the future for shopping and selling goods and services. In the coming time, it can become one of the leading and only sources where people will shop from. Social media platforms serve as a brand digital store through social commerce, allowing customers to conduct their whole purchasing experience, from product research and discovery to payment, everything on social media. With perfect functionality in the social media apps, such as giving recommendations, customer reviews, and ratings, businesses can mark a massive profit with this e-commerce trend in the coming years.

3. Showrooming

Customer satisfaction is a must, be it online or offline shopping. And to flourish the e-commerce growth, businesses can build experience stores that consumers can visit to see the products before shopping online. This e-commerce trend can make the customer brand attached, and the visual convenience will be at a high peak. It is beneficial as customers can take discounts and trust the services offered by the business platform after visiting the showrooms or stores.

4. Shop online and collect offline

This e-commerce trend has been sustaining in the game for a while now. Consumers who use the click-and-collect service option can also benefit from having no or very few additional delivery costs. Businesses benefit from the customer experience, sales of additional products, and effective return handling. Consider this trend as seamless buying and extreme growth in the e-commerce sector, and businesses can see wonders happening.

5. Quick deliveries

Quick e-commerce states how consumers can expect delivery in 6 hours or a day after ordering any good. This trend can put India in the leading markets of e-commerce with other growing countries such as China, etc. Quick deliveries can lead to more orders resulting in the overall growth of an e-commerce business. Perfecting the aspect of convenience is one crucial booster to spreading business online. This trend can strengthen the face of many e-commerce businesses if their logistics are quicker than their competitive companies.

It is foreseen that with these trends, Indian e-commerce is anchored to get highlighted in the media positively and grow swiftly. For many years now, e-commerce businesses focused on acquiring customs even at higher costs, however, 2023 will continue to witness consolidation on spends, increased focus on profitability, innovation in marketing, and customer experience. The coming year will see innovation in payment solutions for the mass market customers which will act as a great enabler for the growth of the e-commerce sector.

This large cohort seeks the satisfaction of three basic principles, a simpler interface, good quality products, and a sharper selection. Therefore, what works for a metro target group (TG)

does not work for them. Mode of payment is still a big challenge for this TG as the majority are still dependent on cash on delivery mechanisms.

Amazon and Flipkart account for more than 60 percent of the Indian e-commerce market. However, there is now increasing competition from new entrants like Meesho, Nykaa, etc., and Indian giants like the Tata group and Reliance group who are slowly increasing their presence in e-commerce. Notably, the Indian e-commerce industry is controlled by stringent regulatory measures to prevent monopolistic and anti-competitive behavior and control unfair trade practices.

Much has been said recently about democratizing e-commerce and creating a welcoming ecosystem and level playing field for local retailers to compete with e-commerce behemoths. The coexistence of online and offline forms of commerce is unquestionably necessary.

Given that a neighbourhood store typically has limited visibility and that more than half of the Indian population owns a smartphone, it is high time that SMBs and traditional retailers adopt and ride the modernisation and digitization wave to optimise their physical stores. With a modernized customer experience and an attempt to bridge the gap between offline and online, this would breathe new life into the offline retail experience.

In fact, every retailer today requires a way to connect with potential customers in their area, as well as target those in their area who are already shopping online, as well as those who are beginning to shift to online shopping or e-commerce. This is where a retailer benefits from using a hybrid model, as it allows them to generate additional leads and incremental revenue without disrupting overall storefront operations.

The online retail market in India is estimated to be 25 percent of the total organised retail market and is expected to reach 37 percent by 2030. By 2023, 'hybrid commerce' is expected to usher in a paradigm shift, marking an exciting time for all the players in the e-commerce or new-age commerce ecosystem.

COMPANY PROFILE OF MYNTRA
INTRODUCTION

Myntra was founded by Mukesh Bansal, Ashutosh Lawania, and Vineet Saxena back in 2007. Myntra witnessed quite a successful run even before it was acquired by Flipkart in May 2014 for Rs 2000 crore, cash, and a stock deal to help the latter tap into the fashion space. The parent

organisation of Myntra is Flipkart. It is an Indian online shopping website that brings premium brands under its umbrella and provides its consumers with the most effortless shopping experience.

Myntra was an Indian Fashion e-commerce company, which sells men's and women's garments, accessories, shoes, and many more products related to fashion. The company headquarters is in Bengaluru, Karnataka, India. The company sold personalised gift items in May 2014. Later it was acquired by Flipkart in a deal valued at $2,000 crore. The purchase was done by two large shareholders Tiger Global and Accel Partners. Myntra is now a freestanding company and can operate independently. Myntra continues to set off-brand under Flipkart ownership and can work for fashion customers. In 2014, Myntra had about 1,50,000 products of over 1000 brands in its sleeves, with an allotment of 9000 pin codes in India. In 2015 Ananth Narayanan became the Chief Executive Officer (CEO) of Myntra. In his tenure Myntra announced that it will shut down its website and will work through mobile applications only. Most of the transaction and purchase was done through an application. So, they closed their website and started an application on mobile or smartphones. The decision was off target and the result was a 10% decline in sales. In February 2016, acknowledging the failure of the "app-only" model, Myntra restarted its website and worked through a website and will re-work its website and come up with a new design. In 2021, After a police complaint, Myntra changed its logo, As the complaint was registered by a Woman Naaz Patel, who runs an NGO named Avesta Foundation. She complains that the Logo image looks like a 'Naked woman' that seems vulgar and should be changed.

There are several brands in the market that are competing for the same set of customers. Some of the competitors of Myntra are Jabong, Limeroad, Amazon, YepMe, and many more. Audience composition can reveal a site's current market share across various audiences. myntra.com's audience is 58.54% male and 41.46% female. The largest age group of visitors is 18 – 24-year-olds. Its authorized share capital is INR 13.08 Cr and the total paid-up capital is INR 9.76 cr. Myntra Designs Private Limited's operating revenues range is Over INR 500 cr for the financial year ending on 31 March 2022.

Mission and Vision

"a hassle-free and enjoyable shopping experience to shoppers across the country with the widest range of brands and products on its portal."

HISTORY AND ACQUISITION

Myntra, an Indian e-trade organization of design and casual lifestyle items, had its headquarters situated in Bangalore. Founded in 2007 by Mukesh Bansal alongside Ashutosh Lawania and Vineet Saxena, Myntra was in the trade of on-demand personalization of gift items. It worked on the B2B model during its initial years. By 2010, Myntra moved its centre to the web retailing of branded clothing. Between 2007 and 2010, the online entrance permitted clients to customize items, for example, T-shirts, mugs, mouse cushions, timetables, watches, teddy bears, pendants, and so forth. After just 3 years, Myntra turned into India's biggest personalization stage with more than half of the market share. In 2011, Myntra extended its index to incorporate style and way of life items and moved far from personalization. Myntra tied up with different well-known brands to distribute an extensive variety of the most recent stock from these brands. Myntra offered items from 350 Indian and International brands by 2012. Myntra likewise had easy going wear for men and ladies. It launched brands like Being Human and Fastrack Watches on its platform. It marked their rigid stand in the fashion world on the online platform.

In 2014, Myntra was acquired by Flipkart in a deal valued at ₹2,000 crores. Two significant common shareholders, Accel Partners, and Tiger Global, had an influence on the purchase. Myntra functions and operates independently. Under Flipkart ownership, Myntra continues to run as a stand-alone brand and primarily targets "fashion-conscious" customers.

In 2014, Myntra had a product portfolio of about 1,50,000 items from over 1000 brands, and its distribution area in India covered about 9000 pin codes. Ananth Narayanan took on the position of Myntra's CEO in 2015. Myntra announced on May 10th, 2015, that as of May 15th, it would serve the customers through its mobile app and would shut down its website. The company had already stopped offering a mobile website in favour of an app. Myntra justified its decision by noting that 70% of its purchases were made on smartphones and that 95% of website traffic came from mobile devices. The change was met with mixed reactions and led

to a 10% decline in sales. Myntra declared in February 2016 that it would resurrect its website after acknowledging the failure of the "app-only" business model.

Myntra changed its logo in January 2021 as a result of a police complaint that the design resembles a naked woman. The complaint was made by Naaz Patel, a woman in charge of the Avesta Foundation, an NGO.

COMPANY PROFILE OF AJIO

INTRODUCTION

An Indian e-commerce Company Ajio is a subsidiary company of Reliance Retail was founded by Mukesh Ambani. The CEO (Chief Executive Officer) of Ajio is Nair Vineeth. AJIO's headquarters is in Bangalore, Karnataka, India. Ajio has become one of the largest retail brands in India. AJIO is an initiative of Reliance Retail Limited in the field of e-commerce. Ajio was launched at the Lakme Fashion week on Saturday, which was also attended by Mukesh Ambani's daughter, Isha Ambani indicating that the next generation is also a part of the latest fashion business.

Reliance has many subsidiaries, some of them are Reliance Retail Limited, Jio Saavn, Alok Industries, TV18, Reliance Petroleum, Reliance Life sciences, Jio Payments Bank, Jio Platforms, Reliance Industries Infrastructure Limited, JioMart, Hamlets, Just Dial, Netmeds, Reliance Gems and Jewels Limited and many more.

In today's era, Ajio has become one of the largest e-commerce brands in India just like Amazon and Flipkart. ajio.com is the online website portal to shop online. It is also available as an app for Android and Apple users with a wide range of clothes, accessories, and footwear. The Ajio app provides a variety of categories such as Indie wear, ethnic wear, party wear, casual wear, formal wear, maternity wear, lounge wear, fusion wear, and other categories like necklaces, earrings, bags, belts, shoes, and many more. The benefits of using Ajio have been increasing year by year, earlier it used to grant only trade discounts but now Ajio offers discount vouchers and coupons on a selected range of products.

Ajio's top competitors are Myntra, Adidas.co.in, nykafashion.com, bewakoof.com, and many more. Audience composition can reveal a site's current market share across various audiences. ajio.com's audience is 57.81% male and 42.19% female. The largest age group of visitors is 25

38

– 34-year-olds. In the Fashion market in India, ajio.com is ranked #1 with US $1,000m in 2021. Therefore, ajio.com accounts for 5.0% - 10.0% of E-Commerce net sales in this category.

Mission and Vision

"Celebrating fearlessness and uniqueness, Ajio is constantly looking to bring a fresh current and accessible perspective to personal style."

HISTORY

Ajio was founded by Mukesh Ambani. Ajio was Launched in 2016, the brand offers tough competition to giants like Amazon and Flipkart, mainly because of the business model it has adopted. Reliance made use of the business model used by Alibaba, typically, the O2O model for introduction and to make its online retail store Ajio a huge success. The O2O business model, also known as the online-to-offline business model, is one that is dedicated to offline businesses. This business model aims to focus on marketing physical stores on online marketplaces. Any e-commerce business that wants to make use of the O2O business model needs to develop a website to market the offerings. Reliance has used this business model to launch and successfully run Ajio. The online services were launched by Reliance and Jio as Ajio for the first time in Gujarat. To implement this model, the organisation first started selling groceries and food staples on the app. To further leverage the business, the organisation used its contacts and invited local traders to register on the platform. This further enabled Ajio to start selling fashion, lifestyle, and electronics on the platform.

DATA ANALYSIS AND INTERPRETATION

TARGET GROUP
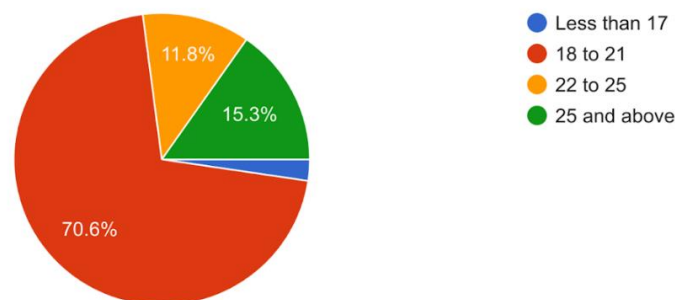
Table 4.1 Table showing the targeted age group

Age group	Frequency	%
Less than 17	4	2.3
18 to 21	120	70.6
22 to 25	20	11.8
25 and above	26	15.3
Total	**170**	**100**

[Source: Primary Data]

TARGET GROUP

Figure 4.1 Figure showing the target group

Age
170 responses

The study focuses on the age category of 18 to 30.

According to the chart,

- More than 70% belong to the age group of 18-21
- 15.3% belongs to the category under the age of 25 and above
- 11.8% belongs to the age group under 22 to 25 years
- Lastly, 2.3% belong to the age category of less than 17 years old

GENDER
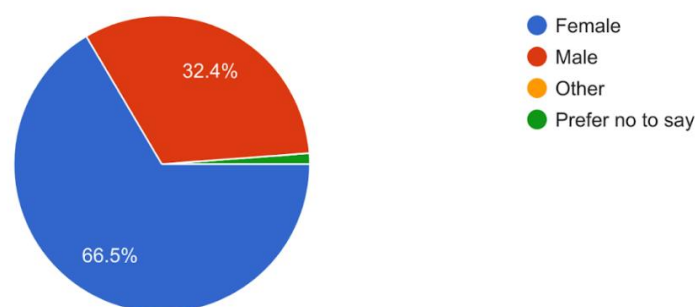
Table 4.2 Table showing the gender of the respondents

Gender	Frequency	%
Male	55	32.4
Female	113	66.5
Other	2	1.2
Prefer not to say	0	0
Total	**170**	**100**

[Source: Primary Data]

GENDER

Figure 4.2 Figure showing the gender of the respondents

Gender
170 responses

- Female
- Male
- Other
- Prefer no to say

32.4%

66.5%

As per the chart,

- More than 65% of the respondents come under the female gender category
- More than 30% of the respondents come under the male category.
- 1.1% of the respondents prefer not to say their gender

OCCUPATION PROFILE OF THE RESPONDENTS

Table 4.3 Table showing the occupation profile of the respondents

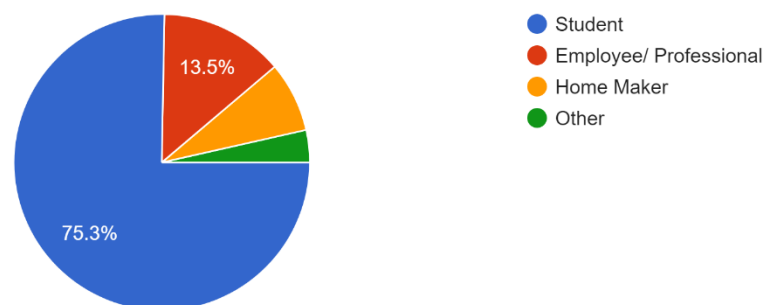| Occupation	Frequency	%
Student	128	75.3
Employee/ Professional	23	13.5
Homemaker	13	7.6
Other	6	3.5
Total	**170**	**100**

[Source: Primary Data]

OCCUPATION PROFILE OF THE RESPONDENTS

Figure 4.3 Figure showing the occupation profile of the respondents

Occupation profile

170 responses

The chart indicates that students comprise 75.3% of the respondents, followed by 13.5 % of professionals or employees, 7.6% are homemakers and 3.5% belong to other categories.

CATEGORISATION OF SHOPPING

Table 4.4 Table showing the categorisation of shopping

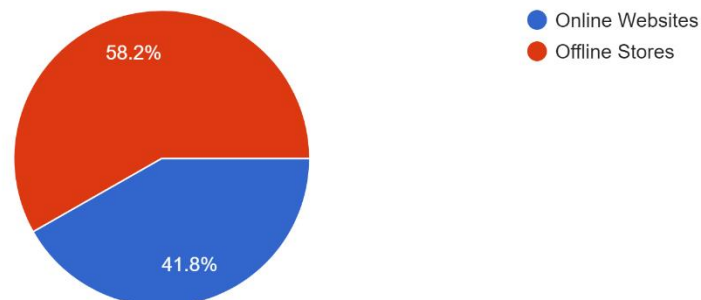| Category	Frequency	%
Online websites	71	41.8
Offline stores	99	58.2
Total	**170**	**100**

[Source: Primary Data]

CATEGORISATION OF SHOPPING

Figure 4.4 Figure showing the categorisation of shopping

In which form do you shop usually?
170 responses

- Online Websites
- Offline Stores

58.2%

41.8%

According to the chart,

- More than half of the respondents make use of offline stores, and
- The rest make use of online stores websites.

FREQUENCY OF VISITING AN ONLINE STORE WEBSITES

Table 4.5 Table showing the frequency of visiting an online store website

Frequency of visiting	Frequency	%
Once in a week	16	9.4
Once in two weeks	23	13.5
Once in a month	44	25.9
Occasionally	87	51.2
Total	**170**	**100**

[Source: Primary Data]

FREQUENCY OF VISITING AN ONLINE STORE WEBSITES

Figure 4.5 Figure showing the frequency of visiting an online store website

How frequently do you visit an online store for shopping textile, fashion, accessories etc.
170 responses
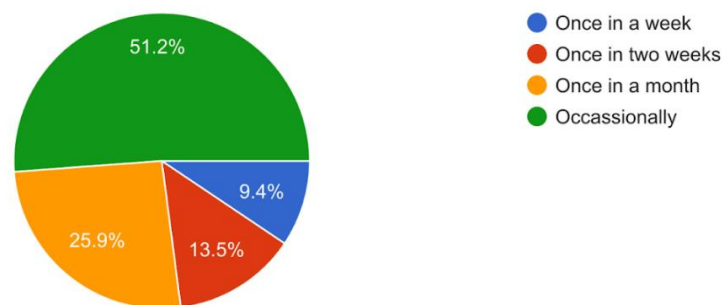
As per the chart, Online shopping is more frequently used by the respondents because it is more convenient and easier to access. More than half of the respondents (51.2%) use it occasionally, followed by 25.9% usage once a month, 13.5% and 9.4% of the respondents use it once in two weeks and once a week respectively.

DIFFICULTIES OF ONLINE SHOPPING

Table 4.6 Table showing the difficulties of online shopping

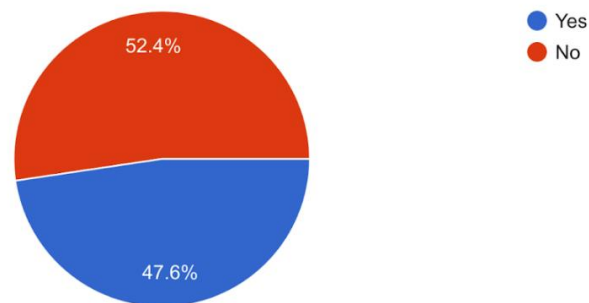| Difficulty	Frequency	%
Yes	81	47.6
No	89	52.4
Total	**170**	**100**

[Source: Primary Data]

DIFFICULTIES OF ONLINE SHOPPING

Figure 4.6 Figure showing the difficulties of online shopping

Have you ever faced difficulties while shopping online?
170 responses

According to the chart, most of the respondents (52.4%) have faced difficulties while shopping online while the rest of the respondents (47.6%) do not face such difficulties.

SOURCE OF INFORMATION

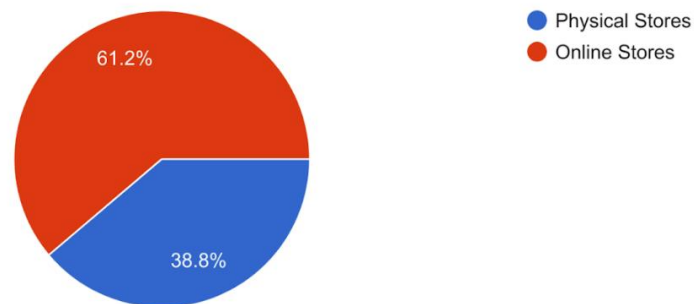Table 4.7 Table showing the source of Information

Source	Frequency	%
Online stores	104	61.2
Physical stores	66	38.6
Total	**170**	**100**

[Source: Primary Data]

SOURCE OF INFORMATION

Figure 4.7 Figure showing the source of Information

Which method do you find easy to get information of all the products and services available?
170 responses

As per the chart, more than 60% of respondents find it easy to get information of all products and services available to them from online stores, while the rest of them (38.8%) find it difficult to get information on the products and services available to them for offline stores.

FAMILIARITY OF AJIO AND MYNTRA

Table 4.8 Table showing the familiarity of Ajio and Myntra

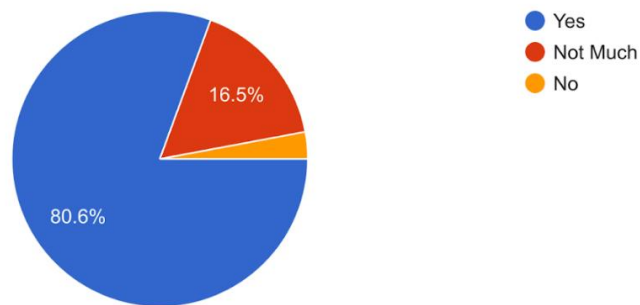| Familiarity	Frequency	%
Yes	137	80.6
Not much	28	16.5
No	5	2.9
Total	**170**	**100**

[Source: Primary Data]

FAMILIARITY OF AJIO AND MYNTRA

Figure 4.8 Figure showing the familiarity of Ajio and Myntra

Are you familiar with Ajio and Myntra
170 responses

According to this chart,

- 80.6% of the respondents are familiar with Ajio and Myntra
- 16.5% of the respondents are not much familiar with both of the websites, and
- The rest (2.9%) of the respondents are not at all familiar with these websites.

KNOWLEDGE ABOUT THE PRODUCT PROFILE

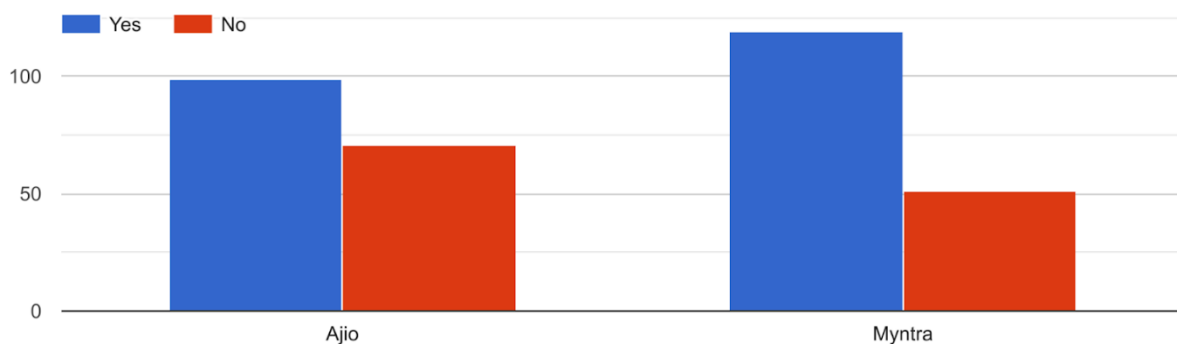Table 4.9 Table showing the knowledge about the product profile

Knowledge	Frequency	%	Frequency	%
Yes	99	58.24	119	70
No	71	41.76	51	30
Total	170	100	170	100

[Source: Primary Data]

KNOWLEDGE ABOUT THE PRODUCT PROFILE

Table 4.9 Table showing the knowledge about the product profile

Are you completely aware of the product ranges of

From the study of the above bar chart,

- **Ajio**
  - 99 respondents are completely aware of the product ranges available to them.
  - 71 respondents are not completely aware of the product ranges available to them.
- **Myntra**
  - 119 respondents are completely aware of the product ranges available to them.
  - 51 respondents are not completely aware of the product ranges available to them.

CHOICE OF AJIO COSTUMERS

Table 4.10 Table showing the choice of Ajio Customers

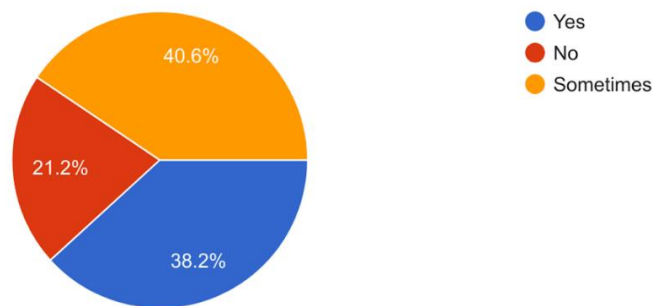| Familiarity	Frequency	%
Yes	65	38.2
Sometimes	69	40.6
No	36	21.2
Total	**170**	**100**

[Source: Primary Data]

CHOICE OF AJIO COSTUMERS

Figure 4.10 Figure showing the choice of Ajio Customers

Will you choose the physical Reliance Trends store over Ajio?
170 responses

As per the pie chart,

- Most of the respondents (40.6%) will choose the physical Reliance Trends store over Ajio occasionally.
- 38.2% will choose the Reliance Trends store over Ajio.
- The rest (21.2%) will not choose the physical store over the online website.

MYNTRA OFFLINE STORE

Table 4.11 Table showing the desire for a Myntra Offline store

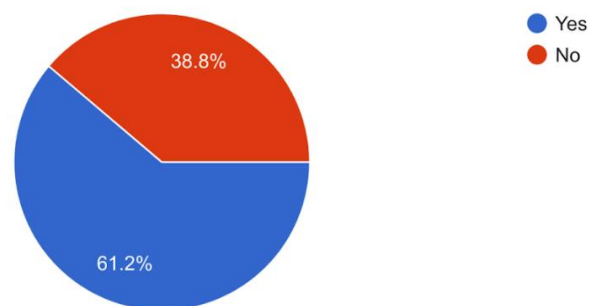| Desire	Frequency	%
Yes	104	61.2
No	66	38.8
Total	170	100

[Source: Primary Data]

MYNTRA OFFLINE STORE

Figure 4.11 Figure showing the desire for a Myntra Offline store

Have you ever wished that Myntra started an offline store?
170 responses

According to the above pie chart, more than half of the respondents (61.2%) do not wish to have an offline store of Myntra. Only 38.8% wish for an offline store for Myntra.

EASE OF SHOPPING

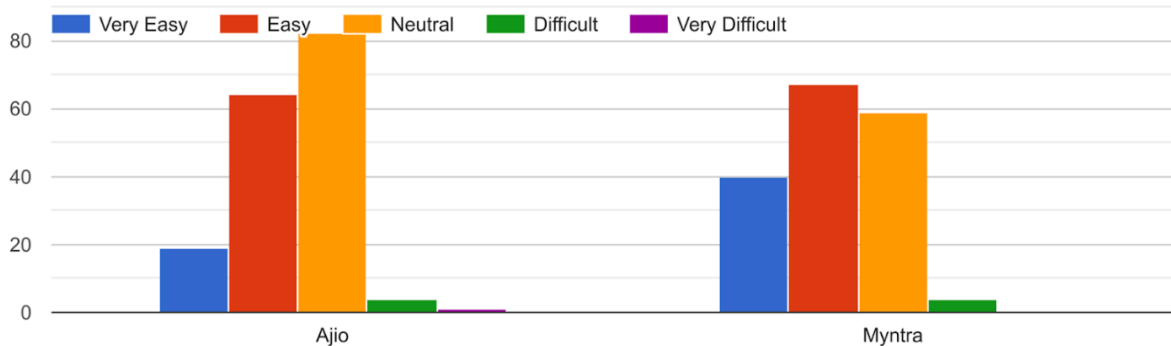Table 4.12 Table showing the ease of shopping

Ease	Frequency		%	
	Ajio	Myntra	Ajio	Myntra
Very easy	19	40	11.18	23.53
Easy	64	67	37.65	39.41
Neutral	82	59	48.24	34.71
Difficult	4	4	2.35	2.35
Very Difficult	1	0	0.58	0
Total	**170**	**170**	**100**	**100**

[Source: Primary Data]

EASE OF SHOPPING

Figure 4.12 Figure showing the ease of shopping

On a scale of how easy is to shop through

As per the Bar chart,

- **Ajio**

    - 82 respondents are neutral on the ease of shopping online. They do not find any particular difficulty or easiness while shopping on Ajio.

    - 64 respondents find it easy to shop on Ajio while 19 respondents find it very easy to operate on the website.

    - Only 4 respondents find it difficult to navigate through it and 1 respondent has it been the most difficult for shopping online.

- **Myntra**

    - 67 respondents find it easy to shop on Myntra while 40 respondents find it very easy to operate on the website.

    - 59 respondents are neutral on the ease of shopping online. They don't experience any particular ease or difficulty when using Myntra to shop.

    - Only 4 respondents find it difficult to shop on Myntra.

AWARENESS ABOUT THE PROMOTIONS

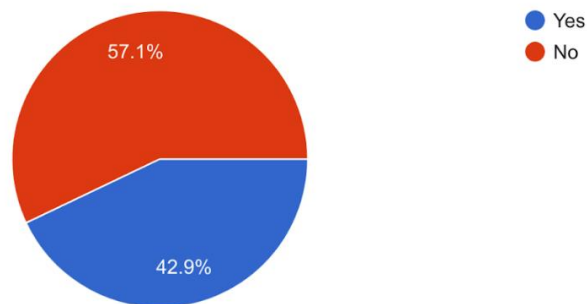Table 4.13 Table showing the awareness about the promotions

Awareness	Frequency	%
Yes	73	42.9
No	97	57.1
Total	**170**	**100**

[Source: Primary Data]

AWARENESS ABOUT THE PROMOTIONS

Figure 4.13 Figure showing the awareness about the promotions

Are you completely aware of all the promotional activities of Reliance Trends and Ajio
170 responses

According to the pie chart, more than half of the respondents (57.1%) are fully aware of all the promotional activities given by Reliance Trends and Ajio. The rest of the respondents (42.9%) are not completely aware of the promotional activities offered to them.

OFFER SEASON

Table 4.14 Table showing the extra shopping during the offer season

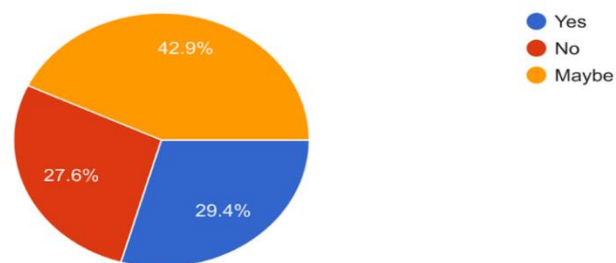| Extra shopping	Frequency	%
Yes	50	29.4
No	47	27.6
Maybe	73	42.9
Total	**170**	**100**

[Source: Primary Data]

OFFER SEASON

Figure 4.14 Figure showing the extra shopping during the offer season

Do you shop a little extra during the Myntra Festival offer season?
170 responses

The chart indicates that most of the respondents (42.9%) will shop a little extra on occasion while 29.4% of the respondents will most certainly buy extra during the Myntra Festival. The rest of the respondents (27.6%) do not shop extra during such offer seasons.

54

PAYMENT METHODS

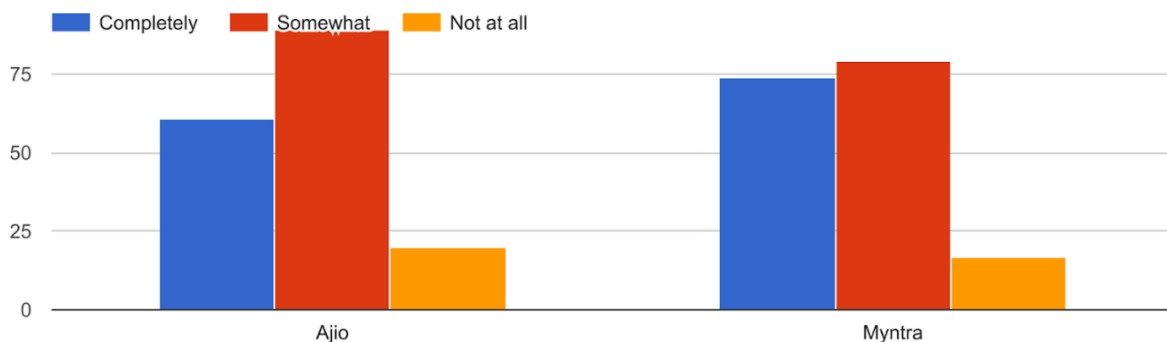Table 4.15 Table showing the payment methods

Payment method	Frequency		%	
	Ajio	**Myntra**	**Ajio**	**Myntra**
Completely	61	74	35.89	43.53
Somewhat	89	79	52.35	46.47
Not at all	20	17	11.76	10
Total	**170**	**170**	**100**	**100**

[Source: Primary Data]

PAYMENT METHODS

Figure 4.15 Figure showing the payment methods

How well do you know about the payment methods of

55

As per the Bar chart,

- **Ajio**
    - 89 respondents of the survey have some knowledge about the payment methods offered to them. While 61 respondents have complete knowledge about it.
    - Only 20 respondents do not have any knowledge about its payment methods.

- **Myntra**
    - 79 respondents have some knowledge about the payment methods while 74 respondents have complete knowledge about it.
    - 17 respondents do not have any knowledge about its payment methods.

AFTER SALE SERVICES OFFERED TO THE CUSTOMERS

Table 4.16 Table showing the comfortability of after sale services provided to the customers

Comfortable	Frequency		%	
	Ajio	**Myntra**	**Ajio**	**Myntra**
Yes	49	63	28.82	37.06
Neutral	107	92	62.95	54.12
No	14	15	8.23	8.82
Total	**170**	**170**	**100**	**100**

[Source: Primary Data]

AFTER SALE SERVICES OFFERED TO THE CUSTOMERS

Figure 4.16 Figure showing the comfortability of after sale services provided to the customers

Are you comfortable with the after sale services offered by them
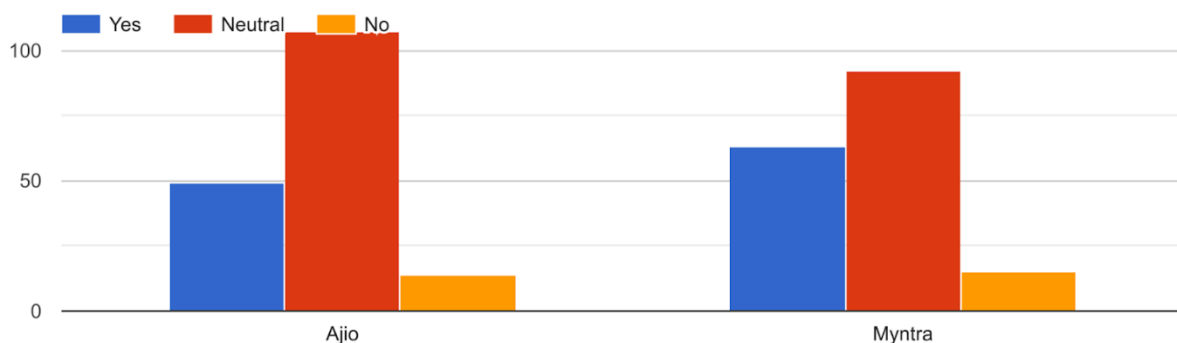
According to the chart,

- **Ajio**
  - 107 respondents of the survey are neither comfortable nor uncomfortable with the after-sale services offered by it.
  - 49 respondents are fully comfortable with the after-sale services provided by Ajio, while 14 respondents are not comfortable with it.

- **Myntra**
  - 92 respondents of the survey are neither comfortable nor uncomfortable with the after-sale services provided by it.
  - 63 respondents are completely comfortable with the provided after-sale services, while 15 respondents are not at all comfortable with it.

ORDER RETURNED

Table 4.17 Table showing the orders returned from Ajio and Myntra

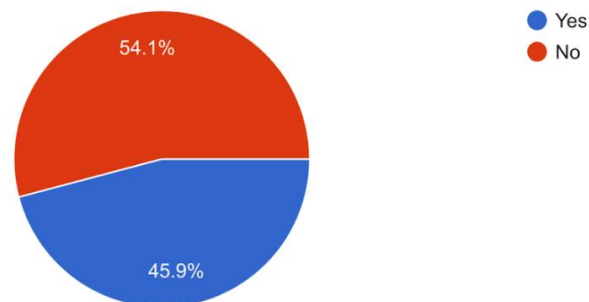| Returns	Frequency	%
Yes	78	45.9
No	92	54.1
Total	**170**	**100**

[Source: Primary Data]

ORDER RETURNED

Figure 4.17 Figure showing the orders returned from Ajio and Myntra

Have you ever returned an order from Ajio or Myntra?
170 responses

The chart indicates that more than half of the respondents (54.1%) in the survey have not returned any orders from Ajio or Myntra. While the rest of the respondents (45.9%) returned their orders upon reaching them.

PROBLEMS IN AJIO'S RETURN PROCESS

Table 4.18 Table showing the problems in Ajio's Return Process

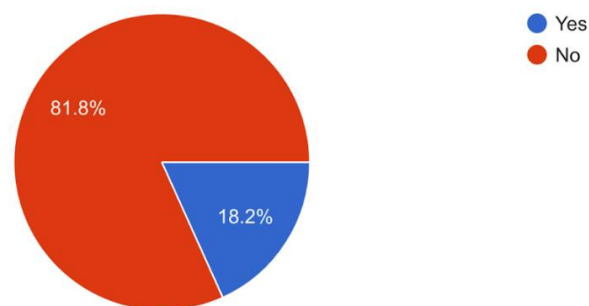| Problems	Frequency	%
Yes	31	18.2
No	139	81.8
Total	**170**	**100**

[Source: Primary Data]

PROBLEMS IN AJIO'S RETURN PROCESS

Figure 4.18 Figure showing the problems in Ajio's Return Process

Have you faced any difficulty during the return process of Ajio?
170 responses

The above pie chart shows that 81.8% of respondents in the survey have not faced any difficulties in returning their orders while 18.2% of the respondents have faced difficulties during the return process.

PROBLEMS IN MYNTRA'S RETURN PROCESS

Table 4.19 Table showing the problems in Myntra's Return process

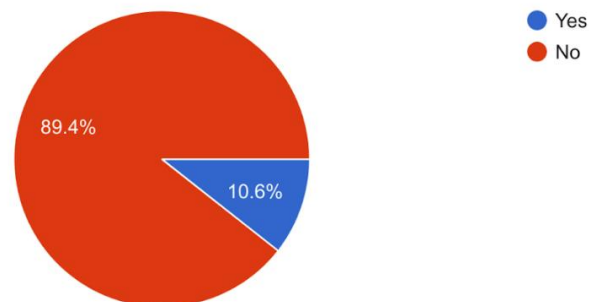| Problems	Frequency	%
Yes	18	10.6
No	152	89.4
Total	**170**	**100**

[Source: Primary Data]

PROBLEMS IN MYNTRA'S RETURN PROCESS

Figure 4.19 Figure showing the problems in Myntra's Return process

Have you faced any difficulty during the return process of Myntra?
170 responses

The above pie chart shows that 89.4% of respondents in the survey have not faced any difficulties in returning their orders while only 10.6% of the respondents have faced difficulties during the return process.

CUSTOMISABLE SERVICES

Table 4.20 Table showing the customisable services

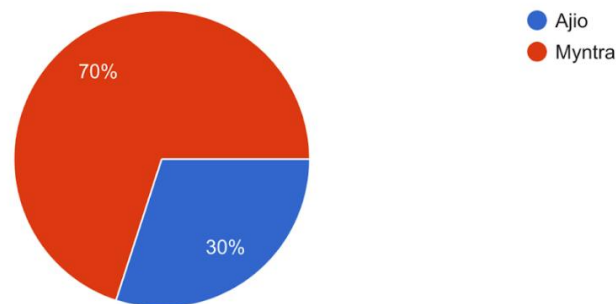| Customised	Frequency	%
Myntra	119	70
Ajio	51	30
Total	170	100

[Source: Primary Data]

CUSTOMISABLE SERVICES

Figure 4.20 Figure showing the customisable services

Which website do you think best displays personalised products through the filters?
170 responses

The above pie chart shows that 70% of the respondents in the survey believe that Myntra provides the best personalised products through its filters. The remaining 30% of respondents believe that Ajio's filters enable it to offer the best custom products.

ACCESSIBILITY OF THE PLATFORMS

Table 4.21 Table showing the accessibility of the platforms

Accessibility	Frequency		%	
	Ajio	**Myntra**	**Ajio**	**Myntra**
Very Easy	28	42	16.50	24.70
Easy	42	45	24.70	26.47
Neutral	80	62	47.05	36.47
Difficulty	13	14	7.64	8.25
Very Difficulty	7	7	4.11	4.11
Total	**170**	**170**	**100**	**100**

[Source: Primary Data]

ACCESSIBILITY OF THE PLATFORMS

Figure 4.21 Figure showing the accessibility of the platforms

How easily accessible are the platforms of
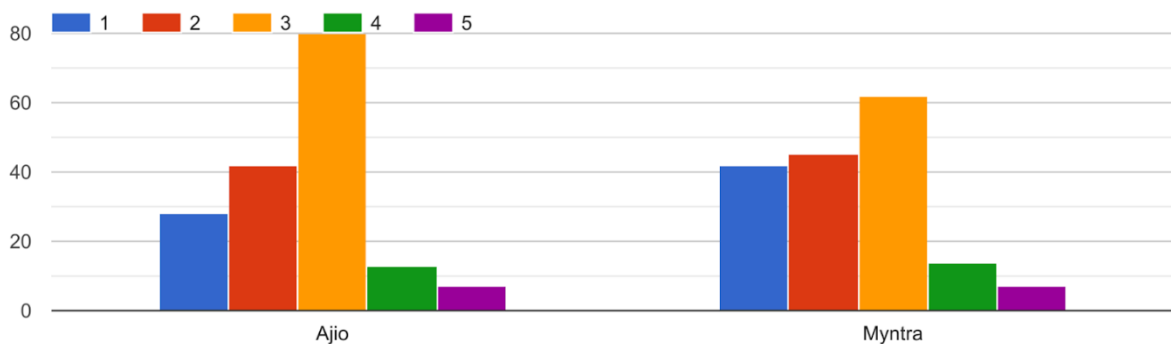
From the above chart, on a scale of 1 to 5, 1 show that it is very easy to access these platforms while 5 shows that it is very difficult to access it

- **Ajio**
  - According to 80 survey participants, accessing this platform is neither simple nor difficult.
  - 28 of the respondents rate the platform's accessibility as being very easy, while 42 rates it as being easy.
  - 13 respondents find it as difficult to access while 7 respondents face it as very difficult to access it.

- **Myntra**
  - According to 62 survey participants, accessing this platform is neither simple nor difficult.
  - 45 of the respondents rate the platform's accessibility as being easy, while 42 rates it as being very easy.
  - 14 respondents find it as difficult to access while 7 respondents face it as very difficult to access it.

COMPLAINTS OF AJIO

Table 4.22 Table showing the complaints of Ajio

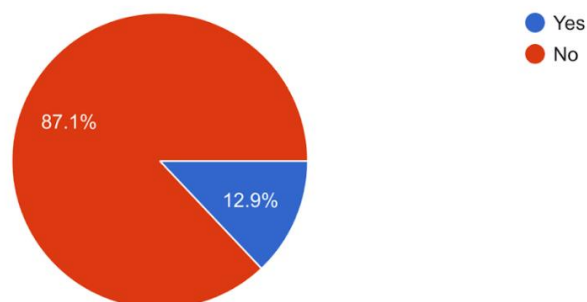| Complaints Against Ajio	Frequency	%
Yes	22	12.9
No	148	87.1
Total	**170**	**100**

[Source: Primary Data]

COMPLAINTS OF AJIO

Figure 4.22 Figure showing the complaints of Ajio

Have you ever raised complaints or suggestions regarding Ajio services?
170 responses

As per the chart, most of the respondents (87.1%) did not raise any complaints or suggestions regarding Ajio services while the remaining respondents (12.9%) raised complaints against them.

COMPLAINTS OF MYNTRA

Table 4.23 Table showing complaints of Myntra

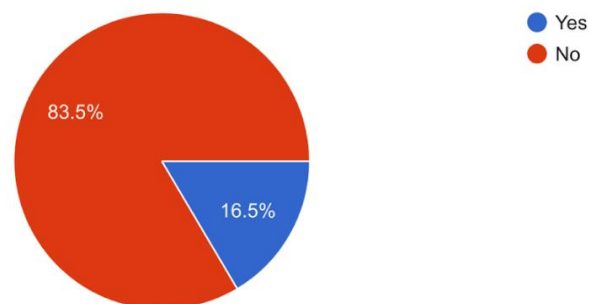| Complaints Against Myntra	Frequency	%
Yes	28	16.5
No	142	83.5
Total	170	100

[Source: Primary Data]

COMPLAINTS OF MYNTRA

Figure 4.23 Figure showing complaints of Myntra

Have you ever raised complaints or suggestions regarding Myntra services?
170 responses

As per the chart, most of the respondents (83.5%) did not raise any complaints or suggestions regarding Ajio services while the remaining respondents (16.5%) raised complaints against them.

REASONS FOR DIFFICULTIES FACED

Figure 4.24 Figure showing the reasons for difficulties faced by the customers

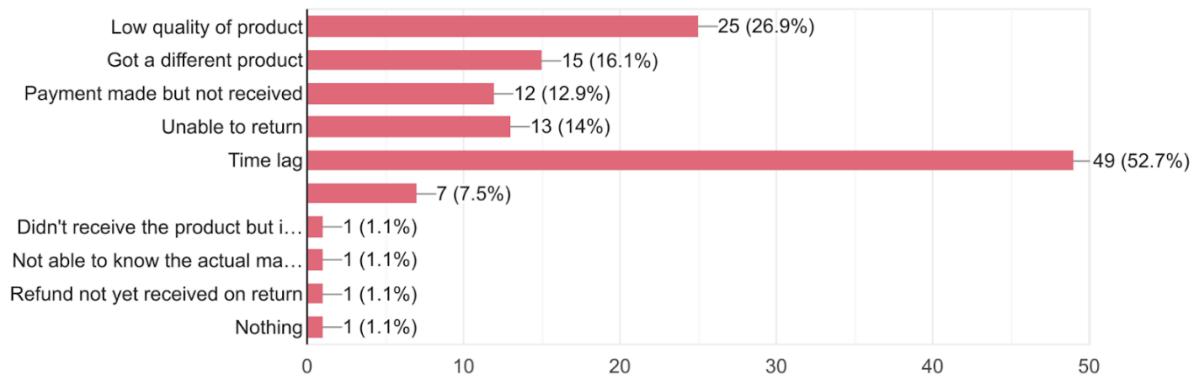| Reasons	Frequency	%
Low quality	25	26.9
Got a Different Product	15	16.1
Payment made not received	12	12.9
Unable to return	13	14
Time lag	49	52.7
Others	4	4.4
Total	**93**	**100**

[Source: Primary Data]

REASONS FOR DIFFICULTIES FACED

Figure 4.24 Figure showing the reasons for difficulties faced by the customers

If yes, what difficulties have you faced?
93 responses

Low quality of product	25 (26.9%)
Got a different product	15 (16.1%)
Payment made but not received	12 (12.9%)
Unable to return	13 (14%)
Time lag	49 (52.7%)
	7 (7.5%)
Didn't receive the product but i…	1 (1.1%)
Not able to know the actual ma…	1 (1.1%)
Refund not yet received on return	1 (1.1%)
Nothing	1 (1.1%)

As per the table above, the respondents faced certain following difficulties;

- Most of the respondents (52.7%) faced a time lag in receiving their orders
- 26.9% of the respondents claimed that they faced difficulty with the quality of the product
- 16.1% of the respondents received a different product than the one they ordered
- 14% of the respondents were not able to return the product received
- 12.9% of the participants in the survey made the payment but did not receive their product.
- The other difficulties they faced were identifying the actual material of the product, product not being delivered, refunds not yet received etc.

PROVISION OF ASSISTANCE

Table 4.25 Table showing provision of assistance in shopping online

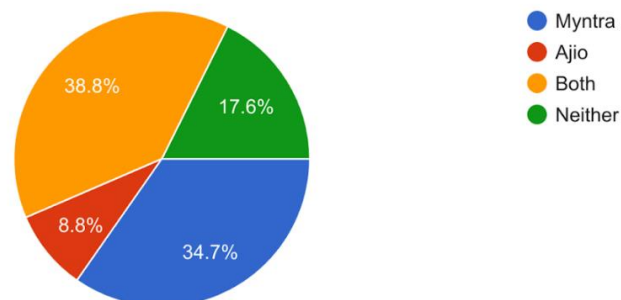| Assistance	Frequency	%
Myntra	59	34.7
Ajio	15	8.8
Both	66	38.8
Neither	30	17.6
Total	**170**	**100**

[Source: Primary Data]

PROVISION OF ASSISTANCE

Figure 4.25 Figure showing provision of assistance in shopping online

Which website offered you proper assistance and knowledge to achieve a goal?
170 responses

The chart indicates that:

- 34.7% of the respondents in the survey believe that only Myntra provides proper assistance and knowledge to achieve the goal of customers while 8.8% of respondents believe that only Ajio offers the proper assistance for the same.

- 38.8% of the respondents in the survey think that both websites offer proper assistance and knowledge for achieving their goal while 17.6% think that neither of them provides such assistance.

UPDATION OF INFORMATION

Table 4.26 Table showing the assistance in updation of customer information

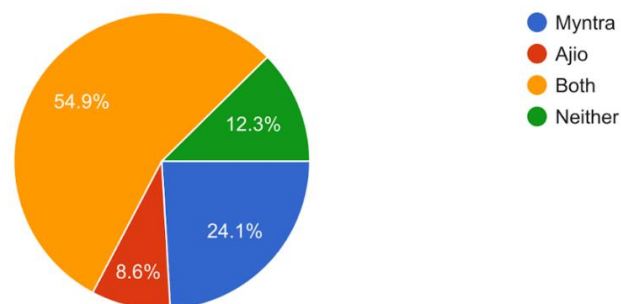| Updation	Frequency	%
Myntra	39	24.1
Ajio	14	8.6
Both	89	54.9
Neither	20	12.3
Total	**170**	**100**

[Source: Primary Data]

UPDATION OF INFORMATION

Figure 4.26 Figure showing the assistance in updation of customer information

Which website allow you to update information after setting up of the account?
162 responses

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The chart indicates that:

- 24.1% of the respondents in the survey believe that only Myntra provides proper assistance and knowledge to achieve the goal of customers while 8.6% of respondents believe that only Ajio offers the proper assistance for the same.

- 54.9% of the respondents in the survey think that both websites offer proper assistance and knowledge for achieving their goal while 12.3% think that neither of them provides such assistances.

FINDINGS

The study was conducted with customers of Myntra and Ajio of Ernakulam district and it aimed to measure the impact of Artificial Intelligence on sales and customer satisfaction. The findings have been drawn from the analysis of the data collected. The data was collected by distributing structured questionnaires among 170 respondents in the Ernakulam district. The findings are done in the light of the objectives of the study.

1.   The study reveals the shopping habits and the impact of artificial intelligence on e-commerce, especially among the age group 18- 30.

2.   Among the respondents, more than half of them were female.

3.   Based on the occupation of the respondents, we found that the majority were students and employees or professionals.

4.   From the study we found that there is only a narrow variation between the number of people customized from online websites and offline stores.

5.   The analysis revealed that half of the respondents visit or use online websites for shopping occasionally rather than once in a month.

6.   It is found in the study that most of the people do not find much difficulty in online shopping but there are also many who find it difficult too.

7.   Majority of our respondents consider that online website provides them with source of product information when compared to physical stores.

8.   When it comes to the familiarity with the brands we have chosen, (Ajio and Myntra) among our respondents, Myntra is more popular with a considerable margin compared to Ajio.

9.   More people are aware of all the product ranges of Myntra compared to Ajio.

10.   When it specifically comes to Ajio, people tend to purchase more from their physical outlet i.e., Reliance Trends and only a very few chose not to prefer the offline store over Ajio.

11.   More than half of the respondents wished that Myntra had an offline version of it.

12.   Regarding the ease of shopping through these websites, most of the respondents opted that it is easy to operate in Myntra. But when it comes to Ajio, the most of them have chosen a neutral opinion regarding the ease of shopping.

13.   When it comes to the awareness of promotional activities of Ajio, this study reveals that there is no wide variation but still majority of the respondents were not fully aware of it.

14.   The study reveals that most of the respondents shop extra during the Myntra festival season.

15.   The respondents were neither fully aware nor unaware of the payment methods offered to them by these two websites. Most of them show the option "somewhat".

16.   Out of 170 respondents, a large proportion were neither comfortable nor uncomfortable with the after-sale offered by Ajio and Myntra. However, there are many participants who were more comfortable with services provided by Myntra than Ajio.

17.   In our study we understood that most of the participants have not returned their products in Myntra and Ajio. However, there is not much variation among the responses for returning and not returning their orders.

18. In this study, more than half of the participants did not face any difficulty during the return process of Ajio and Myntra.

19. Our study reveals that most of the participants believe that Myntra displays more personalised products through their filters, more so than Ajio.

20. Out of the respondents, a large proportion were having a neutral opinion about the accessibility of these platforms but there are many who find it easy to access Ajio and Myntra.

21. In this study we understood that more than half of the participants have not raised any complaints or suggestions against Ajio and Myntra services.

22. Nevertheless, there are many difficulties faced in the services provided by these two platforms like time lag, payment issues, and many more.

23. From this study it is realized that both Ajio and Myntra platforms offer proper assistance and knowledge to the customers for achieving their goals in shopping. Moreover, Myntra offers this assistance to the participants more than that Ajio.

24. From this study it is revealed that both Ajio and Myntra platforms allow users to update the information after setting up the account. Moreover, Myntra offers this assistance to the participants more than Ajio

CONCLUSION

The purpose of the study "A Study Of The Impact Of Artificial Intelligence On E-Commerce With Reference To Ajio and Myntra" was to conduct a comparison between two leading online shopping websites- Ajio and Myntra, on the basis of their sales operations and their customer preference and satisfaction. We also imparted knowledge from the e-commerce perspective and how artificial intelligence aides and influences their buying decision. We conducted a survey with 170 random respondents from Ernakulam District regarding the same.

Especially during the post covid era, the importance of 'being online' can be felt in almost all areas of operations. When it comes to online shopping, its impact on society and customers has grown over the years. From this study conducted we consider these 170 respondents as part of the whole. We reached the conclusion that there is only a narrow variation between customers who chose online and offline shopping. This means that both have equal importance as a majority of the respondents do not face any difficulty while shopping online. That is, though the respondents visit an offline store, they make use of all the online alternatives available too. The study also revealed that only a small proportion faced minor difficulties during the shipping process. Considering our references to Ajio and Myntra, the study reveals that Myntra is more reliable to customers than Ajio regarding product ranges, website display, filtering, etc. Many of them also consider Reliance Trends store more accessible than Ajio. Respondents of the survey have also wished for an offline store from Myntra.

From all the data collected and the inferences made, we can conclude that online shopping is preferred to offline or traditional store shopping. Online services provided to the respondents are more convenient to them and enables round the clock shopping. As technology continues to advance, consumers will more likely use online shopping as it becomes easier and more ingrained in their average lifestyle.

SUGGESTIONS

- Measures to improve the promotional activities of these online websites under sales and after-sale services like discounts, special offers, etc, to attract more young earning customers.

- After-sale service centres can be included in each consumer hub to help them through the delivery process, customer grievances, etc.

- Make sure that the exact product ordered is delivered. If a different product is delivered or there is any damage, then they should ensure that it can be returned to get the ordered one or a refund.

- Ensure that all payment methods are properly working and give out refunds in a considerable time after enabling that option.

- Well-trained and expert technicians are needed for developing e-commerce.