



Effectiveness Of Online Visual Merchandise In Indian Ecommerce

Vijay Kumar Reddy Prodhuturi

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E-Commerce business in India has mushroomed in the recent past. The competition from the non-Indian based e-commerce giants did not shake the domestic players much. As they claim, the low priced merchandise and discount sales is the backbone of the industry. This study explores how the technical aspects like visual merchandise contributes to the success of online retailers in the fierce competition that still exists.

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