

Analyzing the Upcoming Changes in the Multi Brand E-commerce Industry with Specific Reference to the Indian Market

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Abstract : The paper focuses on, how the business model of the Indian multi brand ecommerce industry is unstable and is headed towards an e-commerce bubble burst. Due to multiple players in the industry and little or no product differentiation, the Indian multi brand ecommerce industry has turned into an oligopoly market where there is hardly any brand loyalty of the customers. Companies have been rapidly increasing their selling cost in the forms of discounts and advertisements to retain and grow its customer base. This is resulting into higher revenues, but is driving the companies further away from their break-even point. With close to half a decade into the industry, none of the companies have been able to generate profits. With private investors losing patience and devaluing companies, the paper will throw light on how the multi brand e-commerce industry will change in the coming years.

Keywords : bubble burst, finance, multi brand ecommerce, product differentiation, private investor

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