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(57) Abstract :  
 Abstract In earlier times, goods were sold through barter and then currency was introduced, but now most of the transactions and business are done over the internet. Doing business in all corners of the world becomes easy with this e-commerce business. E-commerce business defines buying and selling of products as well as transactions of funds and exchange of all data over the Internet. E-commerce is a broad field, and the number of business types that branch and distribute it further makes it a broad field. And there are different types of e-commerce businesses depending on the interaction between consumers, management and business. The best way for brands to offer attractive deals to consumers is to cut out the middlemen. As there are fewer co-betweenes, the purchase cost for the consumer is lower. There is no better solution to do this than connecting with buyers through the Internet. With 2.53 billion Smartphone users and millions of PCs and 12-24 million e-commerce stores, shoppers no longer rely on physical retail stores for shopping. In fact, digital data processing based on purchasing behavior, personal information, social media activities etc. is more convenient than offline methods of customer reconfiguration.

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