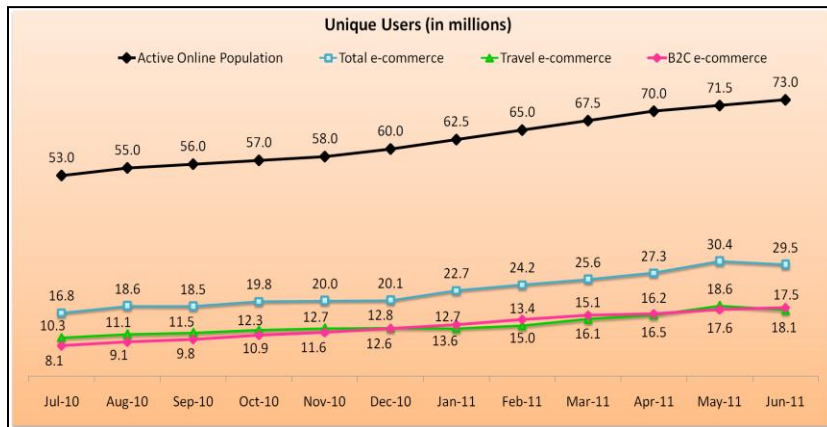


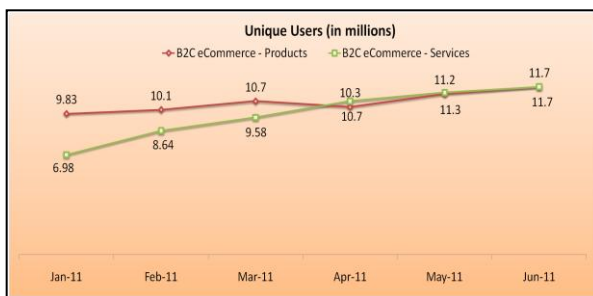
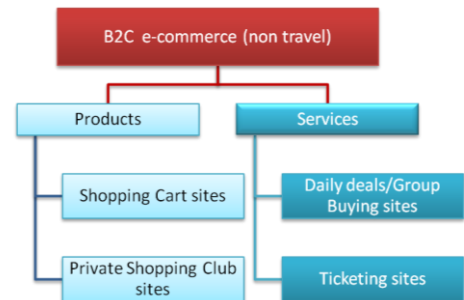
# B<sub>2</sub>C e-commerce in India

A report by **ViziSense**



2010-2011 clearly belonged to the **non-Travel B2C e-commerce** category which has caught the fancy of Indians with new entrants promising great discounts and an even better user experience and the advent of the all new services category. We have a bustling e-commerce market where products are getting more accessible and cheaper and services commerce are seeing a whole new revolution with offline categories being re-born online (e.g. spa, salon and health services).

The e-commerce category is further divided into websites that sell products and those selling services. Traditional shopping cart formats are part of the product category of sites and these have been prevalent in the Indian market for the last 10 years (grew 20% in last 6 months). Services that also include the extremely popular group buying formats got incubated and shot to fame within the last 12 months. **Services are clearly the larger contributor to growth (almost 70% growth in last 6 months).**



This report prepared by the research desk of **ViziSense**, India's leading Internet Audience Measurement Platform is an attempt to dig deeper into the fast evolving e-commerce market. **(We have chosen to focus on non-travel e-commerce in this report).** The ViziSense B2C e-commerce is a deep-dive into audience behavior, preference and feedback of buyers to form a bunch of insights to aid decision making of stakeholders looking to analyze the Indian e-commerce market.

- Where are the consumers on e-commerce sites?
  - Top sites within 'Product' category further split into Shopping cart format (e.g. eBay, homeshop18, flipkart etc) and Private Shopping Club format (e.g. bagittoday.com, fashionandyou.com etc)
  - Top sites within 'Services' category further split into Daily deals / group buying sites (e.g. Snapdeal.com, Dealsandyour.com etc) and Ticketing sites (e.g. bookmyshow.com, pvr cinemas.com etc)
  - Traffic trend
  - Audience duplication
- What are they doing?
  - Types of products and services sought and purchased
  - Purchase session analysis
  - Share of transactions
  - Adoption of different formats by different demographic profiles
- How is the purchase experience of buyers on e-commerce websites?
  - Feedback from survey
  - Social media conversations
- Percentage share of transaction among sites
- Source of traffic for those sites Snapshot of online advertising by e-commerce websites

And much more...

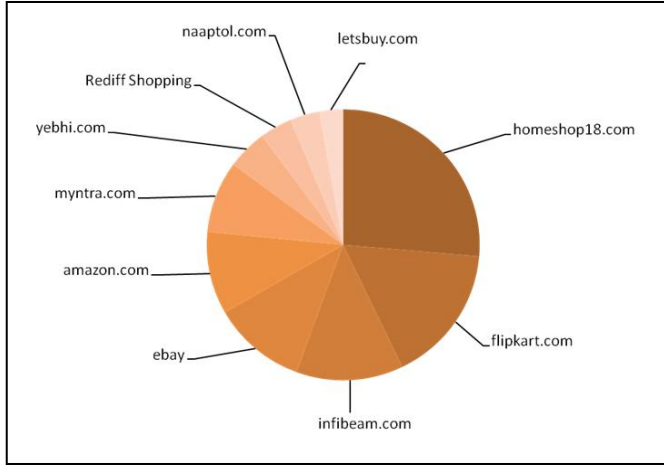
# B<sub>2</sub>C e-commerce in India

A report by **ViziSense**

Extracts from the report

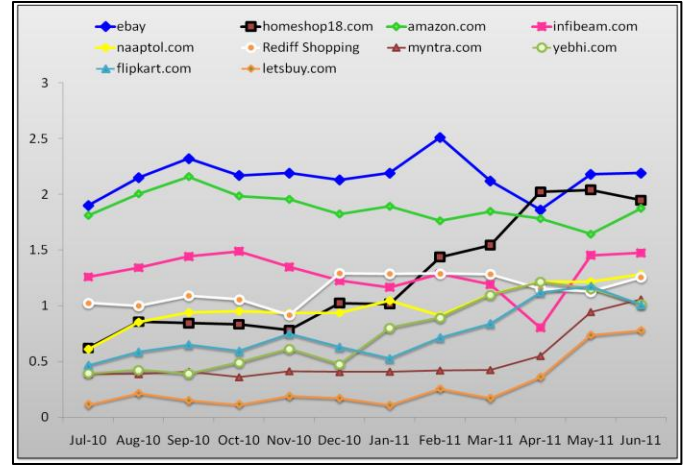
## B2C e-commerce | Products: Shopping Cart sites

% share of transactions amongst top 10 sites | Period Jan to June 2011



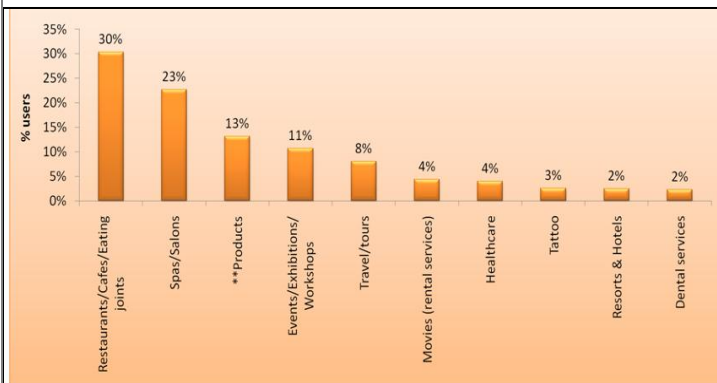
## B2C e-commerce | Products: Shopping Cart sites

Trend of unique users (in millions): July'10 – June'11

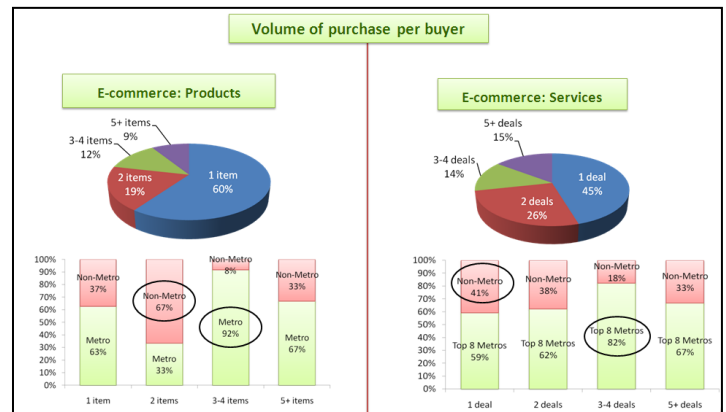


## B2C e-commerce | Services

Top categories sought

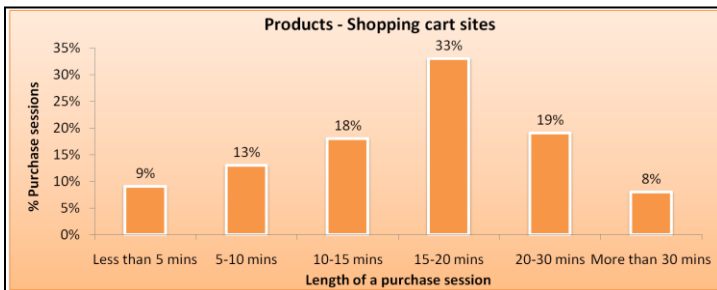


## Survey of buyers on e-commerce sites



## B2C e-commerce | Products: Shopping cart sites

Length of purchase session



## B2C e-commerce | Services: Private Shopping Club sites

Social Media Conversations



This detailed report is available in a 'pdf' format. For further details please contact:

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ViziSense is India's leading online audience and ad measurement platform

[www.vzisen.com](http://www.vzisen.com)