competition, one is fair and another one is unfair competition. Due to heavy competition the firm succeed in spite of fierce competition with a little strategic preparation and innovative thinking. Other side, entrepreneurs involved in cracking of data's, information's, market strategy, sell/ transportation of duplicated products, piracy of goods and services, etc.,

● **Privacy and Security Issue-**

Making sure that online transactions are secure and private is one of the biggest problems e-commerce faces. People are growing more hesitant to provide their financial and personal information online due to the increase in cyber-attacks and data breaches. To safeguard the data of their clients, e-commerce companies need to invest in strong security measures like firewalls, two-factor authentication, and encryption.

● **Systems for Online Payments**-

Online payment systems play a vital role in e-commerce, and gaining the trust of customers depends on their security. Online payment methods, however, are susceptible to data breaches and cyber-attacks, which can cost companies and consumers money. To stop financial fraud and safeguard customers, e-commerce companies need to make sure that their payment systems are safe and up to industry standards.

● **Infrastructure-**

In India, one of the biggest obstacles to e-commerce is the poor infrastructure, especially in rural areas. Delays in product delivery might result in consumer discontent due to inadequate transportation networks and logistics infrastructure. E-commerce companies need to come up with strategies to get beyond these obstacles,