

# A STUDY ON THE CONSUMER AWARENESS OF OPEN NETWORK FOR DIGITAL COMMERCE (ONDC)

**SHYAN T.S**

POST GRADUATE STUDENT (MCOM)  
JAIN DEEMED-TO-BE UNIVERSITY, BANGALORE

**MOHAMED THANIZ**

POST GRADUATE STUDENT (MCOM)  
JAIN DEEMED-TO-BE UNIVERSITY, BANGALORE

**DR. PATCHA BHUJANGA RAO**

PROFESSOR & FACILITATOR,  
JAIN DEEMED-TO-BE UNIVERSITY, BANGALORE

## ABSTRACT

*The fast expansion of digital commerce has brought about changes in the ways in which individuals make purchases, interact with companies, and carry out financial transactions. In the context of digital commerce, the objective of this research is to assess the level of awareness that consumers have about open networks. Open networks are decentralised platforms that make it possible for individuals to engage with one another. The purpose of open networks is to create ecosystems that are more open and welcoming to everybody. It is essential to have a solid understanding of consumer awareness of open networks since it has a significant impact on the adoption of digital commerce, trust, and the direction of the future.*

*For the purpose of gathering information, this research employs a mixed-methods strategy, which consists of conducting surveys and qualitative interviews with a diverse group of clients.*

*As a result of the outcomes of the study, researchers will be able to get a more comprehensive understanding of consumer attitudes and knowledge of open networks in relation to digital commerce. Furthermore, the research may influence tactics for firms and politicians looking to promote open network adoption and boost customer trust in these nascent platforms, ultimately impacting the digital commerce landscape's trajectory.*

**Key Words:** *Digital Commerce, Open Networks, Consumer Awareness, ONDC (Open Network for Digital Commerce, E-commerce Revolution*

---

## INTRODUCTION

The acronym ONDC stands for "Open Network for Digital Commerce," which is why it is abbreviated. In line with Section 8 of the Companies Act, the Department for Promotion of Industry and Internal Trade (DPIIT) of the Government of India formed this company as a non-profit organisation via the incorporation process. When it comes to e-commerce and online retail in India, the ONDC has the ability to radically revolutionise the industry. Nandan Nilekani, a key pioneer in the world of technology and a co-founder of Infosys, is the bright mind behind this endeavour. He is also a participant in the establishment of Infosys International. It has been said that he has been appointed to the position of ONDC Council Advisor. Immediately after the implementation of UPI in 2016, it is predicted that ONDC would be the most ambitious endeavour that the government will undertake.

However, despite the fact that the Indian e-commerce sector is among the greatest in the world, it has been encountering a lot of issues in terms of the process of processing payments. ONDC, on the other hand, comes into play at this point in the game. ONDC has been crucial in decreasing the complexity of payment gateways and offering merchants and consumers with possibilities to pick from a number of payment choices. This has been accomplished via the provision of more options.

ONDC is based on the payment methods that are provided by the National Payments Corporation of India, which is the

organisation that is responsible for supplying these mechanisms (NPCI). Through the deployment of these payment systems, businesses will be able to facilitate the collection of payments from customers who use credit and debit cards. The conventional e-commerce transactions that are often carried out in the contemporary day are distinguished by a process that is more organised and systematic. This is one of the distinguishing characteristics of this approach. In order to help merchants in overcoming the platform bias that they encounter while listing their items on e-commerce giants like Amazon and Flipkart, as well as other platforms that are similar, the Online Merchant Development Center (ONDC) offers support to merchants. The chance to showcase their products will be made available to small and medium-sized businesses, and they will not be required to pay any additional fees in order to take advantage of this opportunity. In addition to ensuring that the customer's expectations are satisfied, it eliminates any hidden costs or exaggerated shipping prices that may be found. On top of that, it guarantees that the expectations will be fulfilled. There is also the possibility of gaining an advantage in the form of the reduction of hidden expenses.

The sphere of digital technology should not be controlled by a limited number of players; rather, it should be open to participation from all individuals. Greetings, and welcome to the Ministry of Industry and Commerce! Breaking up the monopoly that large companies in India like Amazon and Flipkart hold is one of the objectives of the Online Retail Development Corporation (ONDC). Flipkart is an Indian corporation that has its headquarters in Singapore and is owned by the United States of America, in contrast to Amazon, which is a company that was established in the United States of America. To put it simply, both of these companies are owned and operated by Americans, and they have a substantial amount of influence over the e-commerce industry in India. They are solely concerned with generating a profit, and as a consequence, they do not provide chances that are comparable to those accessible to all of the vendors in the market. As a result of the fact that they give priority to some merchants and place their items at the top of their platform with a "sponsored label," they limit the visibility of the products that are supplied by other vendors. This is in addition to the fact that they have a propensity to control the pricing and logistics of the products that are promoted, and they provide these things to clients at higher prices.

Through the provision of a level playing field that is equitable and reasonable for both large-scale and small-scale manufacturers and merchants, ONDC will make it possible for digital commerce to be democratised on a large scale in India. This will be accomplished by providing a level playing field. The ONDC has made it possible for the nation to enjoy healthy competition and fair market practices as a result of the efforts that it has made. There is no question that this is a significant step towards the development of the digital infrastructure and e-commerce in India. There is no mistake about that.

## **REVIEW OF LITERATURE:**

**Muskan and P.R. Venugopal (2022)** An overview of the ONDC effort and the possible advantages it might bring to the ecosystem of digital commerce in India is presented in the study report described below. The authors conduct an analysis of the ONDC architecture and emphasize some of its most important characteristics, including interoperability (the capacity of a system to collaborate with or make use of the components or apparatus of another system), security, and cost-effectiveness. As a result of our research, we discovered that people are more interested in shopping online rather than going out and seeking for things in physical stores. According to the conclusions of this survey, people are looking for simple ways to do tasks. If the ONDC is carried out in the manner that was envisaged, it would be a significant transformation in the nation, similar to the UPI system. However, in the event that it does not function as intended, the government would suffer a significant loss of more than twenty-two million dollars, which would have an effect on the economy of the nation.

**Mahima Gupta and Ritika Shetty (2023)** With the use of this blog, an attempt was made to develop and comprehend the chances and problems that are associated with financial services in India. The authors contend that the ONDC has the potential to play a significant part in the advancement of financial inclusion by broadening access to digital payment systems and making it possible for small businesses to take part in the process of digital economy participation. In addition, the authors emphasized that in order for banks to be able to overcome these challenges and take advantage of the new paradigm that ONDC ushers in, they must first carefully evaluate their use cases in terms of complexity, effort, and exceptions, in addition to having a solid business and the fundamental reasons behind their decisions. In order to keep up with the platform's progress, they need to be willing to accept it and remain flexible.

**Dr Sheila Roy (2023)** The paper examines the level of consumer awareness and perception of ONDC in India. The authors argue that while consumer awareness of ONDC is low, there is potential for it to increase through targeted education and marketing campaigns, ONDC is created by central government of India to normalize the E-commerce by eliminating the need for central

intermediary like Amazon, Flipkart, Zomato and others that command a high market share which is 70% of the market share of the ecommerce trade in India.

**Shikha Tyagi and Anik Banerjee (2022)** The paper examines the perceived impacts of E-commerce industry in India and its risks of among consumers. The authors argue that while consumers are attracted to the potential benefits of ONDC such as convenience and cost-effectiveness, concerns around security and privacy may limit adoption. The goal of ONDC is to move e-commerce to an open network model rather than a platform-centric model. This makes e-commerce more accessible to all types of buyers and sellers. As a result, the ONDC network enables the buyer to connect with the seller and settle the deal regardless of which applications they are using to buy or sell the products.

**Ishita Sirsikar and Srijata deb (2022)** This article provides an overview of ONDC and how it will create a seamless and secure digital infrastructure for transactions. It discusses the potential benefits for consumers and merchants and how ONDC will foster innovation and competition in the digital commerce space. This study identifies issues with the current market structure and advocates for a shift away from a platform-centric approach and towards a decentralized approach, the Open Network for Digital Commerce initiative of the Indian government is introduced as a game-changing solution to empower local businesses and reshape participation, ONDC aims to provide an open and equitable platform with features such as an open order book and reduced referral commissions to boost the usage of ONDC by a consumer.

**Devashish Goyal (2022)** This article provides a detailed analysis of the ONDC and how it will revolutionize digital commerce in India. This study discusses the challenges in the retail sector which includes outdated strategies, and limited technology adoption. It highlights the potential of the Open Network for Digital Commerce (ONDC) and emerging technologies to address these issues. The combination of ONDC and tech is seen as a powerful solution to revolutionize the retail landscape, offering small and local businesses access to advanced technology. This shift towards hyper-local trade is expected to level the playing field, ushering in a new era for the Indian economy it highlights the importance of ONDC for consumers, merchants, and the overall Indian economy.

**Imran Fazal (2022)** The paper identifies the key barriers to consumer adoption of ONDC in India, including lack of awareness, concerns around security and privacy, and limited acceptance by merchants. According to expert's consumer shifting to ONDC is a Win-Win situation for both retailers and consumers because normally the competitors like Amazon and Flipkart charges anywhere between 18 to 24% as commission from the retailers, ONDC will be transparent nature when it comes to algorithms. Furthermore, it will assist ONDC in providing various local businesses with access to quality logistics services, which will in turn accelerate their growth and order volumes through the network and to reduce intermediary cost from the competitor.

**Kiran Vasireddy and Kumar Ritesh (2022)** The paper examines the relationship between consumer awareness of ONDC and merchant adoption. ONDC (Open Network for Digital Commerce) is a community-led network that aims to create an open, inclusive & competitive marketplace. Currently, marketplaces have end-to-end control, right from seller on-boarding, customer acquisition, order fulfilment, complaint redressal and managing payments. ONDC will 'unbundle' this complex system into separate micro-services that can be addressed separately. The authors argue that increased consumer awareness can drive merchant adoption of ONDC by increasing demand for the platform.

## OBJECTIVES OF THE STUDY:

1. To find how the ONDC platform is beneficial to consumers.
2. To determine if consumers are aware of the launch of ONDC.
3. To know whether the app is user-friendly and efficient.
4. To find if ONDC can remove monopolistic tendencies brought about by E-Commerce giants.
5. To know how well the project is being implemented in BENGALURU.

## RESEARCH METHODOLOGY

In the act of gathering information or evidence for the purpose of analysis, research methods are the strategies, procedures, or techniques that are applied in order to discover new information or develop a better understanding of a topic. The collecting of

data may be accomplished by a variety of research methodologies, each of which makes use of a unique set of instruments. In order to determine the level of knowledge that consumers have about "Open Network for Digital Commerce," this survey will be conducted (ONDC).

A procedure known as convenience sampling was used in order to pick the samples. The method of sampling known as convenience sampling is a non-probability sampling methodology that includes choosing participants who are conveniently accessible or readily available to the scholar doing the study.

**RESEARCH TOOLS:** The questionnaire was the investigational instrument that was used for the study.

**AREA OF SAMPLING:** The city of Bengaluru was selected as the area of sampling.

**SAMPLE SIZE:** The number of respondents, or the sample size, for this research is thirty.

## **DATA COLLECTION METHODS**

### **PRIMARY DATA**

Data that is obtained for the first time from personal experiences or evidence is referred to as primary data. This kind of data is often collected for the purpose of study. Raw data or information obtained directly from the source are two more names for it. Due to the fact that the analysis is carried out by an agency or an external entity, the method of compiling the information is expensive. Additionally, financial resources and human resources are required. Directly supervising and controlling the process of data collecting is the investigator and their responsibility. In most cases, the data is gathered using various methods such as observations, physical tests, postal surveys, case studies, focus groups, and more methods. By use of questionnaires, primary data is being gathered for the purpose of this research. Through the use of a Google form, a questionnaire consisting of thirty questions was prepared and sent to the sample group, which consisted of customers. The main data was gathered from those who responded to the survey.

### **SECONDARY DATA**

The term "secondary data" refers to information that has previously been gathered and documented by a number of researchers for their own projects, rather than for the study subject that is now being investigated. The information may be obtained in the form of data that has been compiled from a variety of sources, including but not limited to government publications, censuses, internal records of the organisation, books, journal articles, websites, and reports, among other sources. This form of data collection is not only inexpensive but also easily accessible, and it helps save both time and money. Nevertheless, the one drawback is that the information that was gathered was gathered for a different reason, and it is possible that it does not match the aim of the current study or that it is not accurate.

### **LIMITATIONS OF THE STUDY**

1. For the purpose of the research, data were gathered from a total of thirty respondents. A broad conclusion cannot be drawn from these data since they are insufficient.
2. Only residents in the city of Bengaluru were surveyed for this study; the full country of India was not included. The information presented here does not provide a comprehensive view of ONDC awareness.
3. Personal bias may be introduced into the data. However, this cannot be deemed factual.
4. ONDC is a notion that is still in its infancy. Only statistics from the last three years are available for consideration.

### **DATA ANALYSIS:**

Both quantitative and qualitative approaches to analysis should be used. For the purpose of assessing survey and clinical evaluation of data, statistical methods should be used. Utilized a questionnaire in order to get qualitative questionnaire data.

**DEMOGRAPHIC FACTORS OF THE RESPONSES:**

FREQUENCY TABLE		Frequency	Percent
Age	18-20	8	26.6
	21-25	18	60
	26-30	4	13.4
	<b>Total</b>	<b>30</b>	<b>100</b>
Gender	Male	17	56.6
	Female	13	43.4
	<b>Total</b>	<b>30</b>	<b>100</b>
Education Level	Under graduate	12	40
	Post graduate	18	60
	<b>Total</b>	<b>30</b>	<b>100</b>
Marital status	Married	6	20
	Un Married	24	80
	<b>Total</b>	<b>30</b>	<b>100</b>
Current Status	Student	16	53.4
	Salaried	9	30
	Self employed	5	16.6
	<b>Total</b>	<b>30</b>	<b>100</b>

The study that was conducted on the consumer awareness of open networks for digital commerce is the source of the statistical information that is shown in the table that is located above (ONDC). An analysis of the results is presented in the following paragraphs.

**A Distribution of Ages:** According to the data presented in the table above, it has been determined that 26.6% of the respondents are in the age bracket of 18-20 years, 60.6% of the respondents are in the age bracket of 21-25 years, and 13.4% of the respondents are in the age bracket of 26-30 years. The data presented in the table above demonstrates that the majority of the respondents are in the age bracket of 21-25 years.

**Gender distribution:** It has been determined from the table that the male population accounts for 56.6 percent of the respondents, while the female population accounts for 43.4 percent. If we look at the table again, we can see that the majority of the respondents are members of the male population.

**The respondents' educational level is as follows:** sixty percent of them have a postgraduate degree, while forty percent are now considered to be undergraduate students. In the study, there are students from both postgraduate and undergraduate programmes participating, with the postgraduate students making up a somewhat larger number of the participants.

**Marital Status:** Eighty percent of the participants are single, while twenty percent of them are married. The number of persons who are not married is around twenty percent. As a result of the fact that the vast majority of participants are single, it can be deduced that the main emphasis of the study is on the experiences of those who are not married.

The current situation is that 53.4% of the participants are currently enrolled in educational institutions, while 30% of them are currently working. Additionally, around 16.6 percent of the participants are self-employed, and the majority of the participants are undergraduate students.

## ANALYSIS

### 1: Respondents opinion on shopping through ONDC E-commerce platform.

SL.NO	RESPONSES	FREQUENCY	PERCENT
1	Strongly Agree	12	40
2	Agree	7	23.4
3	Neither Agree nor Disagree	2	6.6
4	Disagree	8	26.6
5	Strongly disagree	1	3.4
	<b>TOTAL</b>	<b>30</b>	<b>100</b>

#### Interpretation:

The research found significant agreement among the thirty survey participants. Another 23.4% of respondents agreed that they regularly purchase on the ONDC E-commerce platform, with 40% strongly agreeing. In contrast, 6.6% of participants were neutral. Many people disagreed with the statement, including 26.6 percent of the total and 3.4 severely disagreeing. Through response distribution analysis, a considerable fraction of participants make frequent ONDC purchases. However, a large majority of respondents disagreed, suggesting that the topic needs more study.

### 2. Online shopping is more convenient than offline shopping.

SL.NO	RESPONSES	FREQUENCY	PERCENT
1	Strongly Agree	20	66.6
2	Agree	7	23.4
3	Neither Agree nor Disagree	2	6.6
4	Disagree	1	3.4
	<b>TOTAL</b>	<b>30</b>	<b>100</b>

#### Interpretation:

A substantial agreement emerged from thirty responses. The majority of respondents (66.6%) feel that internet shopping is more convenient than physical shopping. Very few responses disagree with this assertion. 6.6 percent of respondents said they had no strong view, suggesting they did not agree or disagree with the claims. Only 3.4 percent of poll respondents disagreed. The survey found that most respondents strongly agreed with the claims, indicating a positive response. The low "Disagree" and "Neither Agree nor Disagree" percentages show that attitudes tilt more toward agreement than disagreement.

### 3. Online shopping provides more discounts compared to offline shopping

SL.NO	RESPONSES	FREQUENCY	PERCENT
1	Strongly Agree	19	56.6
2	Agree	8	26.6
3	Neither Agree nor Disagree	1	3.4
4	Disagree	4	13.4
	<b>TOTAL</b>	<b>30</b>	<b>100</b>

**Interpretation:**

The 35 responses formed a strong consensus. Most respondents (56.6%) strongly agreed that internet buying gives greater discounts than physical shopping. Although large, this percentage is significantly lower than in earlier situations, showing a favourable but less universal opinion. Despite not agreeing with the statements as strongly as the previous group, 26.6% did. This displays a more diverse and positive response than the "Strongly Agree" option. The remarks were opposed by 13.4% of the people. It seems that some responders disagree with this. According to the study, most people agree, although there is more variation than when "Strongly Agree" prevailed. The fact that "Disagree" and "Neither Agree nor Disagree" were given shows that participants' opinions are more diverse.

**4. ONDC provides products comparatively at less price compared to its competitor**

SL.NO	RESPONSES	FREQUENCY	PERCENT
1	Strongly Agree	12	40
2	Agree	6	20
3	Neither Agree nor Disagree	3	10
4	Disagree	5	16.6
5	Strongly Disagree	4	13.4
	<b>TOTAL</b>	<b>30</b>	<b>100</b>

**Interpretation:**

The data show that 40% of the thirty respondents strongly agree that ONDC offers items at cheaper rates than its competitors, and 20% agree. About 10% of respondents are neutral on the statement. About 16.6% of respondents disagree. The lowest percentage, 13.4%, strongly disagrees. However, most respondents approve the statement, with a significant number strongly supporting it. A large minority opposes the viewpoint, while a smaller number is neutral. The distribution shows the participant's overall opinion on the statement.

**5. Respondents opinion on return-refund-exchange policies.**

SL.NO	RESPONSES	FREQUENCY	PERCENT
1	Strongly Agree	2	6.6
2	Agree	5	16.7
3	Neither Agree nor Disagree	6	20
4	Disagree	11	36.7
5	Strongly Disagree	6	20
	<b>TOTAL</b>	<b>30</b>	<b>100</b>

**Interpretation:**

The satisfaction with return-refund-exchange processes varied greatly across thirty respondents. Clearly, 36.7% of respondents disagreed with "They are happy with the return-refund-exchange procedures." At least 20% of respondents strongly disagreed with the assertion. Twenty percent of replies are "Neither Agree nor Disagree." Only 6.6 percent and 16.7 percent of respondents said they were satisfied with return, refund, and exchange conditions. An examination into the dispute's causes and greater feedback for future improvements would be excellent.

**6. Respondents opinion on gift cards and seasonal vouchers.**

SL.NO	RESPONSES	FREQUENCY	PERCENT
1	Strongly Agree	2	6.6

2	Agree	5	16.7
3	Neither Agree nor Disagree	7	23.3
4	Disagree	10	33.4
5	Strongly Disagree	6	20
<b>TOTAL</b>		<b>30</b>	<b>100</b>

**Interpretation:**

The satisfaction with gift cards and seasonal certificates is disputed, according to thirty replies. The statement "They are happy with the return-refund-exchange procedures." was rejected by 33.4% of respondents. Twenty percent strongly disagreed with the assertion. About 23.3% of replies are "Neither Agree nor Disagree." Only 6.6 percent and 16.7 percent of respondents said they were satisfied with return, refund, and exchange conditions. The sources of dissatisfaction should be investigated and additional input collected to identify opportunities for change. This might make gift card and seasonal voucher promotions more effective and appealing.

**7. Do you prefer to get promotional notifications from ONDC app?**

SL.NO	RESPONSES	FREQUENCY	PERCENT
1	Strongly Agree	4	13.3
2	Agree	2	6.6
4	Disagree	8	26.6
4	Strongly Disagree	16	53.4
<b>TOTAL</b>		<b>30</b>	<b>100</b>

**Interpretation:**

For the statement that 24 of 30 respondents strongly refuse to be informed about promotional activities, the data shows their viewpoints. Over 56% strongly disagreed with the claim, while 26% were dissatisfied. Only 13.3% and 6.6% of respondents strongly agreed that they would prefer advertising alerts from the ONDC app. The majority of responders (53.4%) strongly reject ONDC app advertising messaging. This shows a lot of anxiety or resistance to the commercial messaging. The app supplier must examine this input and, if necessary, modify their promotional marketing approach to meet user preferences and expectations. Users may better comprehend unpleasant or obtrusive features by understanding the sources of the considerable disagreement.

**8. Do you think ONDC will curb the monopoly of Indian E-Commerce market?**

SL.NO	RESPONSES	FREQUENCY	PERCENT
1	Strongly Agree	6	20
2	Agree	12	40
3	Neither Agree nor Disagree	3	10
4	Disagree	5	16.6
5	Strongly Disagree	4	13.4
<b>TOTAL</b>		<b>30</b>	<b>100</b>

**Interpretation:**

The research found significant agreement among the thirty survey participants. Another 20% of respondents agreed that ONDC will end the Indian E-Commerce monopoly, with 40% strongly agreeing. Three percent of



participants were neutral. The remark was also disagreed with by 16.6% of respondents, with 13.4% strongly disagreeing. Based on the responses, ONDC may be able to break the E-Commerce monopoly. However, a large majority of respondents disagreed, suggesting that the topic needs more study.

#### 9. Respondents opinion on difficulties while placing an order

SL.NO	RESPONSES	FREQUENCY	PERCENT
1	Strongly Agree	7	23.4
2	Agree	5	16.6
3	Neither Agree nor Disagree	8	26.7
4	Disagree	5	16.7
5	Strongly Disagree	5	16.6
	<b>TOTAL</b>	<b>30</b>	<b>100</b>

#### Interpretation:

According to the findings, 40% of respondents agree or strongly agree that ordering is tough. Organizations or service providers must respond to these comments and investigate customer complaints throughout order processing. This input may help improve the user experience and resolve order-placing problems. About 26.7% of the comments are "Neither Agree nor Disagree." However, 16.7% and 16.6% of respondents disputed that they face barriers while ordering. Forty percent of poll respondents strongly agree or agree that ordering is difficult. This is a large share of respondents. Organizations or service providers must respond to these comments and investigate customer complaints throughout order processing. This input may help improve the user experience and resolve order-placing problems.

#### 10. Respondents opinion on issues during the payment process

SL.NO	RESPONSES	FREQUENCY	PERCENT
1	Strongly Agree	6	20
2	Agree	9	30
3	Neither Agree nor Disagree	5	16.7
4	Disagree	7	23.3
5	Strongly Disagree	3	10
	<b>TOTAL</b>	<b>30</b>	<b>100</b>

#### Interpretation:

The data was collected In all, 50% of poll respondents strongly agreed or agreed that they had trouble paying. This suggests that a significant number of clients are having trouble paying. According on this feedback, the payment process should be improved to maximise customer satisfaction and speed. It may be concluded that most poll respondents are ambivalent about the payment issues of existing e-commerce websites. More study into respondents' complaints may help discover and fix payment processing issues.

#### FINDINGS:

1. Most participants learned about ONDC via social media.
2. Most respondents think the ONDC platform's fastest product delivery is its best feature.
3. The ONDC platform lets users pick their delivery partner, which is useful. Most people chose merchant direct delivery. Middlemen like Swiggy, Zomato, and Zepeto are not preferred.
4. Most responders want to use ONDC's chat bot and 24/7 customer hotline.

5. Most respondents are relatively happy with e-Commerce platforms. They anticipate more Indian e-Commerce sector expansion.
  6. Most responders think ONDC E-Commerce items are inexpensive.
  7. Most respondents are ambivalent about e-Commerce platforms' gift cards and seasonal certificates..
  8. The majority of the respondents are somewhat satisfied with the return-refund & exchange policies offered by the existing e-Commerce platforms. They look forward to more updates in the policies.
  9. The majority of the respondents have a neutral opinion with regard to difficulties in the payment procedures of existing e-Commerce sites.
  10. The majority of the respondents are moderately interested to get regular notifications from the ONDC apps with regard to sales, discounts, offers, etc.
11. The majority of the respondents agree that ONDC can bring about positive changes in the Indian e-Commerce market by curbing the monopolistic tendencies created by the 2 e-Commerce Giants-Amazon & Flipkart.
  12. The majority of the respondents are somewhat satisfied with the existing e-Commerce platforms. However, they are looking forward to more developmental updates in the Indian e-Commerce industry.

### **SUGGESTIONS:**

1. The government should educate Indians about ONDC more.
2. Ondoc has to stand out to attract customers.
3. The ONDC council needs to partner with buyer and seller apps to get more customers.
4. The government must simplify ONDC policy wording to improve understanding and awareness.
5. The government may work with social media influencers to promote ONDC's benefits.
6. Universities, colleges, and other institutions might get brochures, booklets, and videos to educate entrepreneurs, students, and others.
7. ONDC should resolve customer problems.
8. Apps need intuitive interfaces to attract more users.

### **CONCLUSION:**

Customers are increasingly purchasing and paying online. Consumers desire high-quality, affordable products and services. ONDC provides an outlet.

THE government-founded ONDC has no business motive. It aims to reduce Amazon and Flipkart's monopoly. The platform's unique features like price comparison and delivery agent selection might attract customers and encourage them to switch e-commerce platforms.

Additionally, knowing ONDC would revolutionise India. It will be the most ambitious project since UPI. ONDC can transform Indian e-commerce by providing a more inclusive and accessible digital marketplace for businesses and consumers. However, it will be crucial to ensure that the policy is well-executed and that stakeholders can collaborate to achieve its goals. With the right rules, the ONDC might harness India's e-commerce potential for years to boost economic growth.

### **REFERENCES:**

#### **Journal Articles:**

1. Musan, & P.R. Venugopal. (September 2022). An Analysis of the Open Network for Digital Commerce in India. Retrieved from ResearchGate
2. Gupta, M., & Shetty, R. (January 2023). The Role of ONDC in Promoting Financial Inclusion in India. Retrieved from Thought Works

3. (September 23, 2022). Understanding ONDC by first principles. Retrieved from Economic Times
4. (March 16, 2022). What is the open network for Digital Commerce and how will it work? Retrieved from Medianama
5. What is ONDC? How will ONDC Impact the Ecommerce Industry of India? Retrieved from Startup Talky
6. (2022). Open network for Digital Commerce: Reinventing India's ecommerce landscape. Retrieved from Invest India
7. Goyal, D. (November 2022). ONDC: A Game-changer for Digital Commerce in India. Retrieved from Times of India
8. Fazal, I. (2022). Barriers to Consumer Adoption of ONDC in India. Retrieved from Impactonnet
9. Vasireddy, K., & Ritesh, K. (2023). Consumer Awareness of ONDC and its Impact on Merchant Adoption. Retrieved from Kalaari
10. Walia, A., Varalakshmi, D., & Maney, K.L. (March 2023). Consumer Perception of ONDC User Experience. Retrieved from IRE Journals

**Books:**

11. Current Affairs Manual (2022) - Page 138
12. Thomas, P. N. (2023). Digital Platform Regulation: Exemplars, Approaches, and Solutions.
13. Education Trends in a Post-Pandemic Future in the Fields of Engineering, Science, Arts, Humanities, Commerce, Economics, Social Sciences, Law and Management - Challenges and Opportunities by Dr. K. Bharath, Dr. S. Radha Rammohan, Dr. Sundari Suresh

