



REVIEW OF RESEARCH

ISSN: 2249-894X

IMPACT FACTOR : 5.2331(UIF)

UGC APPROVED JOURNAL NO. 48514

VOLUME - 7 | ISSUE - 2 | NOVEMBER - 2017



AN ANALYTICAL STUDY AND OVERVIEW OF E-COMMERCE BUSINESS IN INDIA



Vyas Deval Gautamkumar
M.Com., M.Phil.

constantly adapt and innovate while providing an information rich and seamless experience to ensure customer loyalty. This study attempts to explore the evolution of e-commerce in India and identifies various challenges to as well the factors responsible for the future growth and development of e-commerce.

ABSTRACT:

E-commerce is one of the fastest growing segments in the Indian Economy. Though marked by high growth rate, the Indian e-commerce industry has been behind its counterparts in many developed and emerging economies, primarily due to a relatively low internet user base. In a study conducted by global management consultancy firm AT Kearney in 2015, there were only 39 million online buyers in India; a tiny fraction of the 1.2 billion who live in the country. However, increased technological proliferation combined with internet and mobile penetration, presents a favorable eco-system for the development of e-commerce in India. The country is currently at the cusp of a digital revolution. Launch of 4G services and decline in the tariffs of data plans and prices of data cards/USB dongles have reduced the cost of ownership of an effective internet connection. Availability of low cost smart phones and the extension of internet and broadband to the remotest corners will boost the augmentation of the internet user base, effectively bridging the gap between potential online buyers and actual buyers. The demographic dividend of the country also seems to encourage and favor the growth of ecommerce. The survival of the e-commerce firms in a highly dynamic environment becomes a challenging task when coupled with the cutthroat competition prevailing in the sector. The onus then lies on the firms to

KEYWORDS: Business, Consumer, Electronic commerce, Internet, Market strategy, Growth, Profit.

INTRODUCTION :

Globalization as well as data innovation (IT) change the strategy for the business doing by the associations. In practically all organizations that have put to a great extent in the IT foundation for a definitive development of their organization, the IT framework is carried out and incorporated. The use of internet business (EC) as a method for executing exchanges connected with business is expanding concern. It has been really important for some organizations [1]. With EC, organizations will connect "Without a moment to spare creation" and "With perfect timing" to their exchanging accomplices, who help their essential capacities around the world. EC's portrayal isn't generally settled upon. According to the correspondences perspective, EC might address data, administrations too items or online installments through phone lines, PC organizing, or different means according to a correspondence perspective. EC carries out innovation for computerizing corporate exchanges and work processes from a business interaction

viewpoint. From an assistance perspective, EC is an approach to bringing down administrations costs while improving item proficiency and accelerating the conveyance of administrations, which tends to industry, clients and the board's craving. EC offers web based shopping and disseminating products and data for the Internet and other web-based assets according to a web-based perspective. Due to Internet and organization innovation's prevalence and sped up development, the electronic business has turned into a critical field for contemporary endeavors. Enormous organization activities are being done web-based today. Individuals sell and buy items and administrations on the web, and without web framework, certain buys isn't possible [2].

This survey article gives an outline of electronic business, for the most part centered around its definition and why it is significant for the cutting edge market. It additionally examined the various kinds of electronic business fields and their facilitators. Aside from the advantages presenting by online business, there are a few burdens additionally that will be talked about in the ensuing areas. The last segments will talk about the pattern and fate of electronic business in India.

We are carrying on with a period of techno-sagacious buyers that are associated 24 hrs, 7 days every week, for whom all data is a tick away accordingly, the customer's example for shopping has changed. Presently buyer is moving towards another stage for example web based shopping. Web based shopping gives different advantages that shopper can determine. To start with, it saves time and endeavors for the present time starved client. Second it gives a lot of decisions to wide classification of things and furthermore the simplicity of looking at the contributions from various merchants, just at the snap of mouse. Another most significant advantage is the critical markdown given by the e-retailers to draw in the clients. Internet shopping additionally gives worldwide access of items and not bound with the worldwide time contrasts.

Internet shopping opens another universe of chances and encounters for clients. The variety of items and administrations that internet shopping offers at various value range makes it a unimaginable commercial center. Most purchasers have kindly adjusted to web based shopping while others have dread of different sorts of dangers. These dangers go about as impediment to web based shopping.

Internet shopping opens another universe of chances and encounters for clients. The variety of items and administrations that internet shopping offers at various value range makes it an unfathomable commercial center. Most customers have kindly adjusted to internet shopping while others have dread of different sorts of dangers. These dangers go about as impediment to web based shopping. In this section, specialist has attempted to learn about the foundation of the web based shopping. It incorporates web and its clients, development of internet shopping, its advantages and disadvantages, latest things in web based shopping, difficulties of web based shopping, and wording utilized in the review. This part has likewise gives a short layout of the general design of the review.

WEB:

Web is a major organization which is framed by interfacing many little organizations. It functions as a stage for every one of the clients which are associated with it. The internet, the data super expressway and the net are different terms utilized for Internet. As indicated by Camp L. J. (2000), Internet is a bunch of organizations associated utilizing conventions that are open and convenient, and that empower the whole examination local area to share data". Conventions are the arrangement of rules and guidelines which are intended for proficient working of Internet. An open convention alludes to those realities that there are no mysteries about the working of the product. Furthermore a compact convention related with the multi working of an organization with many working frameworks.

WEB BASED SHOPPING AND INTERNET MARKETING:

Web is utilized for a very long time including data search, data sharing, intelligent correspondence, and shopping. Web is likewise a medium through which organizations can monetarily and really play out their advertising exercises. Web based shopping and web based promoting are the two phrasings utilized in web-based climate. Both are connected with a similar idea yet an alternate point of view.

As per Susan Ward, Internet Marketing could be characterized as "the craftsmanship and study of selling items or potentially benefits over computerized networks, for example, web and cell organizations". Web promoting is fundamentally revelation of proper internet showcasing blend of systems through which potential clients could be drawn in and changed over into the buyers for long time. These systems should be chosen through a proper examination and investigation.

Then again, web based shopping is the demonstration of buying items or administrations over the web. The prominence of internet shopping has developed throughout the long term and the reasons are the accommodation, solace and a shop available from home and office (BusinessDictionary.com). As it is a type of web based business, the deal and buy exercises are totally done electronically and intuitiveness continuously.

INTERNET SHOPPING AND TRADITIONAL SHOPPING:

Liang and Lai (2000) depict online customer conduct as a course of buying labor and products by means of web. Further he clarifies that both on the web and customary shopping process has comparative advances. They have five stages including acknowledgment of need, data search on web, assessment of choices, and determination of best one which squeezes into the standards lastly, an exchange led.

Assuming we give a nearby look to the on the web and disconnected shopper conduct, it very well may be recognized that there are atleast two sorts of worries that recognize online purchasers from disconnected buyers. First; Technology, online buyers need to cooperate with the innovation for buying any item or administration. The physical climate is supplanted by internet shopping climate. This gives ascend in specialized issues (O'Keefe et al., 2000). Second central issue is the degree of trust, web based shopping climate required undeniable degree of trust among the purchasers in contrast with customary shopping. Trust mitigates the sensations of vulnerability that emerge when the shop is obscure, the nature of item is obscure and settlement execution is obscure (Tan and Thoen, 2001).

WORLDWIDE SCENARIO OF ONLINE SHOPPING:

As indicated by a review led by worldwide retail by eMarketer, the overall retail deals - incorporating both available and web buys came to around \$22.492 trillion of every 2014. It is assessed that by 2018, overall retail deals will increment 5.5 percent to reach \$28.300 trillion.

DEVELOPMENT OF ONLINE SHOPPING IN INDIA:

Internet business was first presented in Quite a while by Government of India in 2002, when they presented IRCTC online traveler reservation framework. It permitted booking of ticket online from anyplace and whenever. Web based shopping is demonstrated to one of the well known web-based movement among Indian web clients. It is assessed that 43.8% of web clients had shop online in 2016 and web based shopping deals added up to around 16 billion U.S. dollars (statista.com). Following outline shows the internet based customers infiltration in India:

India is a nation of billion individuals, had completed 2015 by surpassing the USA with 239 million advanced mobile phone clients. Lately, advanced cells become the first or in many case the best way to get to web. Around 49% of the Indian web clients are involving their mobiles for buying labor and products (statista.com). Web based business industry of India additionally has advancing themselves. In a new report distributed by DezInfo, uncovers that Indian web-based customers show a significant change in inclination to the portable application.

BENEFIT OF ONLINE SHOPPING:

There are many benefits of internet shopping and this is the reason why online shops are a thriving business today. Yang, Zhao and Wan (2010) enjoy examined different benefits and detriments of web based shopping. Recorded underneath are a few web based shopping benefits:

Save Time - Online shopping is considered as generally advantageous and efficient method of shopping. Assuming that you have a particular rundown of what you need to buy, just by clicking mouse, a buy can be made. This time saved by the shoppers can be used for other imperative errands and hobbies.

Save Fuel - The fuel cost is fluctuating each day, yet regardless of how much the expense of fuel are it doesn't impact your shopping thought processes. One of the upsides of shopping on the web is that a buy can be produced using your house or office so there is no requirement for vehicles and fuel cost doesn't annoy buyers.

Save Energy - shopping from a nearby market or from actual stores are a tedious work. It requires development starting with one area then onto the next location. In internet shopping, buyers need not to squander their valuable energy while purchasing.

Examination of Prices - Another significant benefit of web based shopping is purchaser can look at costs of different brands. The high level advancement of web crawler permits customers to really take a look at costs and contrast and only a couple of snaps. The correlation of costs is exceptionally clear starting with one web based shopping site then onto the next. This gives consumers the opportunity to conclude which online offers are the most reasonable and applicable.

Disdain Waiting in Lines - When purchasing on the web; there are no lengthy holding up lines customers need to endure, just to purchase any item. Each online store is planned with special individual requesting elements to buy the item.

Too Ashamed to Even consider purchasing - There are circumstances when customer feels humiliating while buy a few explicit items before others. Customer would rather not be seen by others. In internet shopping, consumers need not to be embarrassed; online exchanges are essentially done secretly.

Simple to Search Merchandise-customers can look for explicit item that incorporates model number, style, size, and shading that shoppers need to buy. In web based shopping, shopper can likewise decide if the items are accessible or unavailable.

BURDEN OF ONLINE SHOPPING:

Assuming there are benefits related with web based shopping, in all likelihood there will be detriments. Regardless of the accomplishment of buying through internet shopping stores, there are still a few impediments that the vast majority gripe about. These are:

By and by Check the Item - Online shopping isn't for those customers who need to contact, see, and test the item by and by, at internet shopping, you can't do as such. Online stores just show product depiction and photographs, which can be an inconvenience for some web-based customers.

Decreased Instant Satisfaction - Online shopping expects tolerance to trust that the item will show up at your entryway venture around 2 to 3 days or much longer relying upon the area you've requested it. Yet, from customary retail locations, buyers can utilize the item in a flash after purchase, which can fulfill.

FAMOUS SHOPPING WEBSITES IN INDIA:

Web based shopping sites totally change the approach to shopping. Open the shopping sites find the incredible arrangements and put in the request. In the event that item isn't according to necessity then, at that point, bring it back. The interaction simplifies shopping and furthermore efficient. Here is the illustrative rundown of shopping sites accessible in India:

Flipkart: This driving Indian organization was established in 2004. Flipkart offers everything from gift vouchers to gadgets to home apparatuses.

Amazon: Amazon is a world's driving organization. It gives wide scope of items incorporates style, hardware, portable devices, home machines alongside the staple things. In India, Flipkart gives intense rivalry to Amazon. Wide assortment of items, best client assistance, standard item return time of 30 days and free transportation on a request above Rs 499 are the critical highlights of Amazon.

Paytm: This site began similarly as portable re-energize application, presently Paytm become the Indian Alibaba. Paytm gives various administrations like versatile re-energizes, charge installments, ticket

and inn booking alongside wide scope of conventional items. Paytm offers cash back alongside the limits, which make it not quite the same as the shopping site. At some point such money back have a major effect and set aside your additional cash.

Snapdeal: Another Indian site, Snapdeal is at the fourth position. Customers can find extraordinary arrangements on the Snapdeal that make it well known. Yet, on the off chance that you get some information about its client assistance, the response is it gives one of the most awful client administrations.

Shopclues: Shopclues resembles a side of the road shopping site that offers substandard items at modest rates. It is famous because of its limited and modest cost. The nature of items is great according to its cost. On the off chance that you are searching for outrageous quality item, Shopclues won't meet your necessities.

Infibeam: Another Indian organization Infibeam is at the sixth position. A web-based commercial center where you can purchase versatile contraptions, gadgets and design items. Organization sells in excess of 15 million items across 40 item classes. In April 2016, organization gave its first IPO and it was fruitful.

Homeshop18: Homeshop18 is one of the most established Indian web based shopping site. It is an endeavor of network18 bunch overseen by dependence. Homeshop18 sent off India's initial 24 hour shopping TV channel. It became famous from that point. It offers a wide scope of items incorporates home apparatuses, gadgets, mobiles and attire.

Myntra: Myntra is at the principal position in the rundown of style online locales. It offers a wide scope of dresses alongside the adornments. Purchaser can track down garments of each brand on the Myntra. Despite the fact that Flipkart gains Myntra, yet it is a different web-based website.

Jabong: Jabong is an Indian design and way of life internet business organization. its item range is wider than the Myntra. It incorporates clothing, footwear, purses and different embellishments.

The other significant sites accessible in India are Voonik, Yepme, Yebhi, Peperfry, Bigbasket, Urbanclap, Firstcry and numerous more.

CONCLUSION

The paper provides insight into the evolution of e-commerce in India, while understanding the nittygritties of its different aspects, with special emphasis on B2C e-commerce: which has shown tremendous growth in the recent years due to increased consumer awareness, investor trust and technological proliferation. The objective was to review the literature available on e-commerce, so as to trace its development in the Indian Economy while isolating its relevant advantages and limitations. The study has also produced certain trends and factors which shall propel further growth in the e-commerce market in India. A sustainable business practice would be to promote e-commerce and m-commerce as complements rather than substitutes to traditional business. The synergies between offline and online businesses will enhance efficiency and result in a more stable existence. The future also entails a scenario which shall witness a rise in niche businesses, as well as, mergers and acquisitions to enable firms to grow inorganically. Firms need to commit themselves to the provision of services and application of internet marketing, to generate and retain larger audience. Through mobile penetration, opportunities are emerging in the rural markets which, cannot be tapped unless followed by a network proliferation, better mobile app infrastructure, content development in local languages and last mile connectivity. Also, in the aftermath of demonetisation, the share of digital payments is expected to rise, to sustain which, firms need to develop more secure payments infrastructure.

REFERENCES

1. R. E. Walch, "Electronic commerce," in Key Aspects of German Business Law (Fourth Edition): A Practical Manual, 2009.
2. E. Turban, J. Whiteside, D. King, and J. Outland, Introduction to Electronic Commerce and Social Commerce. 2017.

3. E. E. Grandon and J. M. Pearson, "Electronic commerce adoption: An empirical study of small and medium US businesses," *Inf. Manag.*, 2004, doi: 10.1016/j.im.2003.12.010.
4. "E-Commerce and E-Business," in *Information and Communication Technology in Organizations: Adoption, Implementation, Use and Effects*, 2012.
5. D. Gefen, "E-commerce: The role of familiarity and trust," *Omega*, 2000, doi: 10.1016/S0305-0483(00)00021-9.
6. D. Peterson, "Introduction to E-commerce," in *Financial Services Information Systems*, 2000.
7. R. Rahayu and J. Day, "E-commerce adoption by SMEs in developing countries: evidence from Indonesia," *Eurasian Bus. Rev.*, 2017, doi: 10.1007/s40821-016-0044-6.
8. A. G. Khan, "Electronic Commerce: A Study on Benefits and Challenges in an Emerging Economy," *Type Double Blind Peer Rev. Int. Res. J. Publ. Glob. Journals Inc*, 2016.
9. P. Kalia, N. Kaur, and T. Singh, "E-Commerce in India," in *Mobile Commerce*, 2017.
10. C. M. Abhilash, "E-commerce law in developing countries: An indian perspective," *Int. J. Phytoremediation*, 2002, doi: 10.1080/1360083022000031948.



Vyas Deval Gautamkumar
M.Com., M.Phil.