



## E- COMMERCE FOR SUSTAINABLE DEVELOPMENT OF INDIA

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**Abstract:**

India, as a growing nation, could be looking to invest continuously in newer technologies and capabilities, with people becoming busy with their work and commitments, the concept of e-commerce has given immense popularity to online shopping sites in India with their offerings best deals to lure buyers. There are many value added services from these e-commerce companies like cash on delivery, free shipping and also return policies if the customer is not happy with the product. With this the online retail sector has experienced incredible growth in India and the two big global behemoths eBay and Amazon are now vying to capture a larger share of India's growing e-commerce market. More e-commerce companies like Alibaba and Rakuten have already expressed their interest to step into the Indian market.



India had an online user base of concerning 354 million as of June 2015 and is predicted to cross five hundred million in 2016. Despite being the second-largest user base in world, solely behind China (650 million, forty eighth of population), the penetration of e-commerce is low compared to markets just like the us (266 million, 84%), or France (54 M, 81%), however is growing at Associate in Nursing unexampled rate, adding around half-dozen million new entrants monthly. The trade agreement is that growth is at Associate in Nursing inflection purpose. In India, money on delivery is that the most most popular payment methodology, accumulating seventy fifth of the e-retail activities. Demand for international client merchandise (including long-tail items) is growing a lot of quicker than in-country provide from authorised distributors and e-commerce offerings. In 2015, the biggest e-commerce corporations in Asian nation were Flipkart, Snapdeal, Amazon Asian nation, and Paytm.

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**INTRODUCTION:**

E-commerce has taken the world of retail by storm and captivated the imagination of an entire generation of entrepreneurs. The explosive growth of e-commerce ventures in the last few years has already catapulted the biggest firms among these ventures past the billion-dollar territory. It is also the most challenging in fulfilling its fundamental proposition of transcending physical boundaries to deliver a variety of products to the customer's doorstep. A recent survey says, Indian netizens are the third biggest users of credit cards for making online purchases globally. This pushes the growth opportunity of e-commerce in India, there is intense competition in the market because the increasing access to information allows consumers to find the most competitive price for a product/service, thereby increasing the satisfaction level. of course there are certain challenges in the marketing front, you can say in other words like the game of valuation. For example, the companies who are unable to invest in technology and infrastructure to maintain the loyalty of the ever? demanding consumers would have to bow out by merging with another company, who has superior staying power.

The e-commerce market in Asian is ready to grow the quickest among the Asia-Pacific Region at a CAGR of over 57 between 2012–16 and e-commerce is that the future and this channel is merely calculable to grow as a result of there square measure constraints in terms of growth of unionised retail in India. The robust emergence of e-commerce can place a huge pressure on the supporting supplying functions. In returning days, with the expansion of technology some solutions are going to be obtainable, on however simply the product may reach to the intense a part of the country, could also be through service delivery partners (taking facilitate of the standard resellers/retailers) then the construct of reaching product directly from warehouse to client are going to be of nice success, that is value effective.

Despite a large potential, future profit of the e-retailing trade within the country continues to be below question. once such a lot of years of operations, all the most important e-retailers square measure nevertheless to begin creating profits. within the wake of thin margins and sub-optimal infrastructure leading to higher delivery value, the long profit still appears a far off risk. once taking a holistic read of the trade trends, e-commerce is poised for AN exciting amount of exploding growth in an exceedingly amount of 3 to 5 years. There square measure over a hundred and 50 numerous e-commerce players within the country, providing numerous product and services to shoppers. Here, we have a tendency to square measure that specialize in however on-line stores turning Marketplaces is a lot of sort of a virtual mall that provides a longtime platform for sellers and patrons to attach, share, sell, obtain and build in progress relationships.

**AMAZON.COM**

Amazon.com, Inc. could be a Fortune five hundred company based mostly in metropolis, Amazon is one amongst the foremost acknowledged name within the world of on-line buying merchandise like ebooks, physical science et al. things. The Amazon Republic of {india|Bharat|Asian country|Asian nation}|Bharat|Asian country|Asian nation} web site and its services square measure being tweaked for India and its massively growing web shoppers is spear headed by Amit Agarwal because the Country Manager of Amazon's India operations. he's a laptop engineer from the Indian Institute of Technology, Kanpur, and could be a master's in applied science from Stanford University, US.



Amazon Asian nation signed a strategic partnership agreement with one amongst India's biggest offline retailers—the Future Group—to work along within the areas of development, disapproval and promoting. The portal commits to make sure 100% Purchase Protection for your searching done on Amazon. in in order that one will have the benefit of a secure and secure on-line ordering expertise, convenient electronic payments and money on delivery, straightforward returns, Amazon's client service with 24x7 support. you'll notice this consummated by Amazon badge on several product pages. This specifies that the Orders square measure eligible without charge Delivery and might be placed mistreatment money on Delivery. it's being mentioned by Amazon Asian nation that the orders that contains merchandise price Rs 499 or additional square measure solely eligible without charge delivery. within the web site there's Associate in Nursing possibility of feedback on your purchase expertise and you'll conjointly share your feedback on-line.

**eBay.in**

eBay is the world's largest shopping mall an online marketplace, Latif Nathani is the Managing Director of eBay India and is responsible for leading the eBay business in the country. Latif is an active evangelist of e-Commerce's transformational potential for both Indian online shoppers & entrepreneurs where individuals and businesses come together to buy and sell almost anything. Latif is backed by Bachelor of Science in Computer Science from University of Arizona.



eBay is India's leading online marketplace, where anyone can sell or buy almost anything. You can find everything on eBay from Mobile phones, digital cameras iPods, t-shirts, shoes, candles, furniture, jewellery, watches, handicrafts, kurtas, laptops, perfumes, computers, microwave ovens, toys, baby products, weighing scales, and much more. There are many ways to buy, so you can choose the format that suits you. Make an instant purchase for products at a fixed price with Buy It Now button. Bid using the exciting auction-style format at the price you are willing to pay. If you are the highest bidder you get the item at your price.

With the introduction of 'eBay Guarantee', offering all eBay buyers a replacement or refund on all transactions in case they are not 100% satisfied with the product they purchased. The eBay Guarantee is aimed at instilling consumer confidence in online shopping promising a completely secure & satisfaction-guaranteed experience of getting the product they selected and paid for. They can help you resolve any issues with your trading partners.

**Flipkart.com**

Flipkart is an Indian e-commerce company headquartered in Bangalore, Karnataka. It was founded by Sachin Bansal and Binny Bansal in 2007. Bansals, took the mark of the company at an estimated \$1 billion, did many things together. They were classmates at Indian Institute of Technology (IIT) Delhi and worked at Amazon at the same time before founding the online bookstore, now a diversified India's largest e-commerce marketplace, has raised \$700 million in fresh investment from existing as well as new investors Price Associates and Qatar Investment Authority. The e-commerce powerhouse, which is on a fund-raising spree, has raised funding for the third time in 2014. In May, it had raised \$210 million (about Rs 1,200 crore). It had raised funding worth \$1 billion (about Rs 6,000) in July. The latest round of fund-raising has seen investment from existing stakeholders DST Global, GIC, ICONIQ Capital and Tiger Global. According to reports, the latest fund-raising has pegged Flipkart's valuation at \$11 billion to industry estimates.



In its initial years, Flipkart targeting on-line sales of books, however it shortly dilated to electronic merchandise and a diversity of alternative merchandise. they need vast stock of unnumberable merchandise ranging from garments, music, natural philosophy, books, health merchandise, kid's toys and accessories, perfumes, games, movies, home appliances, shoes, stationeries and plenty of additional things. it's the largest on-line distributor by revenues, gets remarkably forceful creating the purpose that he's craving for international talent to rescale his dream. Flipkart is believed to be staring at Associate in Nursing annual GMV (gross merchandise sale) of \$4 billion by the tip of March 2015. As a worth addition dedicated delivery partners of Flipkart take the responsibility for timely product delivery at mentioned addresses.

**Jabong.com**

Jabong.com is certainly in the acclaimed list of online shopping websites in India founded by Arun

Chandra Mohan, founder and CEO, which provides a unique platform where consumers are able to access products which they would not be able to otherwise.



Jabong has chosen its territory and has defined its goals to be the one-stop shop destination for all fashion needs. This focus brings with it a tremendous passion which differentiates us from many others who are mass merchandisers. The focus of the portal is to cater the fashion needs of men, women and kids across footwear, apparel, jewellery and accessories. The cutting-edge technology on their online shopping platform is to make it swift for surfing through various product pages. They are highly popular as an online shopping portal offering best prices with exclusive discount offers.

#### **unglee.com**

Junglee.com is one of the best e-commerce site is being promoted by Amazon. This Unique selling proposition (USP) is mainly focused on how to address the customers search and purchase products from both offline and online retailers who are operating in India and are connected to Amazon.Com as well. The core focus of Junglee is for organizing wide range of lifestyle products and accessories and for providing multiple buying options to customers. Amazon makes use of proven technologies to help customers purchase lots of products in hassle free manner.



In Junglee.com, customers can find the best online offers on virtually anything from mobile phones to magnets, fashion goods to furniture, books to baby products; even flowers, groceries and pet supplies. Customers can choose to buy products online by visiting a seller's site or can alternatively find a local seller close to their location. The unique feature is there is listing of the address and phone numbers of the locals seller(s) in the seller information section on each product page- you have the option to compare product prices with the seller, before you even visit the store. At present, 3 crore products are featured by more than 14, 000 different brands from over 2500 shopping sites to sell through this website.

#### **Myntra.com**

Myntra.com was established by Mukesh Bansal, Ashutosh Lawania, and Vineet Saxena in Gregorian calendar month 2007 with a vision of making India's largest on-demand personalization portal. All 3 are IIT graduates, and have worked for many start-ups. Myntra is headquartered in metropolis and has been funded by risk capital funds like IndoUS, IDG & Accel Partners. Having big systematically, the corporate swollen into fashion and way selling in December 2010. The Company started off within the business of personalization of merchandise, and shortly swollen to line up regional offices in national capital, metropolis and Chennai. The client support service and method of home delivery are one among the swiftest within the business world. they're additionally one among the leading Indian on-line looking corporations giving warranted 30-day free come of products from doorsteps of shoppers just in case of unacceptable service.



Ecommerce market in India is pegged at \$2 billion and expected to grow to a whopping \$20 billion market in next five years. To capitalize the opportunity Flipkart has acquired Myntra with 100% company stake. Mukesh Bansal joined Flipkart board as a part of the deal and Myntra will continue operating as an independent entity. He is heading the fashion division at Flipkart.com

A reputed online shopping retail website having headquarter in Gurgaon, Shopclues.com managed by Sanjay Sethi, CEO & Co-Founder. An alumnus of IIT-BHU and IIT-Delhi, Sanjay Sethi has worked for

companies like Tradebeam, HCL Perot Systems, IIS Infotech, Steel Authority of India and eBay, where he was the Global Product Head and is widely recognized as a marketplace ‘guru’ and a product visionary with expertise in building complex ecosystems for ecommerce .

Shopclues maintains more than 12,000 merchants who are registered with the company which deals in more than 2 million products. They are catering to more than 42 million online visitors with their wide range of offerings to consumers from every corner of the country initiated with free delivery services at the doorsteps to nearly 10,000 cities across the country with a 30-day return guarantee if unable to meet customer satisfaction.

#### **Snapdeal.com**

Snapdeal.com is an internet marketplace, headquartered in New Delhi and ventured by Kunal Bahl, a Edith Newbold Jones Wharton graduate and Rohit Bansal, grad of IIT city. Snapdeal has adult to become the biggest on-line marketplace in India providing associate assortment of four million+ product across numerous classes from over fifty,000 sellers, shipping to four,000 cities and cities in India.



Snapdeal.com placed at favorable positions on the list of on-line searching with their widest vary of product – style, fashion attire, accessories, physical science, games, eateries, chocolates, grooming, books etc. Snapdeal options product across classes like mobiles, physical science, fashion accessories, apparel, footwear, kids, home and room, sports, books; and services like restaurants, spas & diversion amongst others. Snapdeal additionally provides discounted deals connecting with native merchants. the web site options over 3000 brands. Snapdeal has shut ties with purported messenger services that facilitate in quicker home delivery method.

#### **OLX.in**

OLX was launched in India in 2006 and it was among the early breed of internet businesses in the country. OLX is now owned by global media and digital company and Amarjit Singh Batra, CEO of OLX India. Core focus of the OLX is a free local classifieds site. Sell anything from used cars to mobiles, furniture, laptops, clothing and more. Submit ads for free and without creating an account. OLX has a presence in over 106 countries in 40 languages and it connects local people to buy, sell or exchange used goods and services.



Online classifieds platform in OLX expects traffic grow at a strong pace, driven by increasing penetration of smartphones in the country. India, which already accounts for the highest number of listings, had about 1.5 billion monthly page views generated from the country. Mobile users have fueled a significant portion of OLX’s growth, particularly in major emerging markets like India. In India, the presence of consumer-to-consumer (C2C) marketplace has worked well. OLX.in’s traffic has grown 150 times in the last 3.5 years, with 80 per cent of the traffic now coming from mobile.

It has more than 1,200 committed employees worldwide located in Bangkok, Buenos Aires, Cape Town, New Delhi, Jakarta, Lagos, Lisbon, Manila, Nairobi, Poznan, Rio de Janeiro and Sao Paulo.

#### **Quikr.com**

Quikr is India’s largest on-line and mobile classifieds portal. an area wherever folks will connect with one another to shop for or sell merchandise and services being promoted by Pranay Chulet, is that the co-founder and also the chief executive officer of Quikr, Alumini of IIT, Old Delhi and IIM, Calcutta. Launched in 2008 with the vision for patrons and sellers to “meet on-line, interact offline”, these days it’s

over four.2 million listings and have generated over a hundred and fifty million replies.



Headquartered in Bombay, Quikr operates from 940 cities across Republic of India and is accessed by quite thirty million distinctive users and twenty six million current customers per month. it's currently over thirteen classes and one hundred seventy sub-categories, with the foremost standard being mobile phones and physical science, property, cars and bikes. Quikr was the sole classifieds platform to be featured within the list of prime 10 'Best E-commerce Brands in Republic of India Amongst Youth'. Quikr is supported by a number of the world's best known investment partners like: Kinnevik, Matrix Partners Republic of India, Omidyar Network, Norwest Venture Partners, Nokia Growth Partners, Warburg Gregory Pincus and investments by eBay opposition.

#### CONCLUSION:

India, as a growing nation, could be looking to invest continuously in newer technologies and capabilities, with people becoming busy with their work and commitments, the concept of e-commerce has given immense popularity to online shopping sites in India with their offerings best deals to lure buyers. With this the online retail sector has experienced incredible growth in India and the two big global behemoths eBay and Amazon are now vying to capture a larger share of Indias growing e-commerce market. More e-commerce companies like Alibaba and Rakuten have already expressed their interest to step into the Indian market.

The Amazon Republic of web site and its services square measure being tweaked for India and its massively growing web shoppers is spear headed by Amit Agarwal because the Country Manager of Amazons India operations. ebay is Indias leading online marketplace, where anyone can sell or buy almost anything.

You can find everything on eBay from Mobile phones, digital cameras iPods, t-shirts, shoes, candles, furniture, jewellery, watches, handicrafts, kurtas, laptops, perfumes, computers, microwave ovens, toys, baby products, weighing scales, and much more. An alumnus of IIT-BHU and IIT-Delhi, Sanjay Sethi has worked for companies like Tradebeam, HCL Perot Systems, IIS Infotech, Steel Authority of India and eBay, where he was the Global Product Head and is widely recognized as a marketplace guru and a product visionary with expertise in building complex ecosystems for ecommerce .

To conclude Thanks to the media war by players like Snapdeal, Flipkart, Jabong, Myntra, Amazon, OLX and Quikr, e-commerce as a class has seen associate over 3 to fourfold jump in an ad spends in a year. From Rs 200-300 large integer last year, spends by e-commerce players have currently touched Rs one,000 crores. In several respects, it's e-commerce that is holding up (in terms of advertising) at a time once alternative classes, most notably fast-moving trade goods, are literally decreasing on spends due to the buyer lag. This pace of growth clocked by e-commerce is simply expected to grow for future 3 to four years.

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