EMERGENCE OF E-COMMERCE IN INDIA

Project Report submitted in partial fulfillment

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BACHELOR OF BUSINESS ADMINISTRATION

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ABSTRACT

The purpose of this study is to present the current state of E-Commerce and to examine the current developments in E-Commerce. The study goes on to look at the important factors that influence the success of E-commerce business models. Objective: The study's goals are to:

1. comprehend the current state and developments of e-commerce; and
2. identify the important factors affecting the rising use of e-commerce.

In today's commercial world, e-commerce is booming. Electronic commerce is referred to as e-commerce. E-commerce (Electronic commerce) entails the purchase and sale of goods and services, as well as the transmission of payments and data, over an electronic network, most commonly the Internet. Electronic commerce (E-commerce) is a paradigm change that affects both marketers and customers.

E-commerce, on the other hand, is more than just another technique to improve existing company operations. It is pioneering a complete transformation of the traditional business model. This huge shift in business paradigm is gaining traction all across the world, and India is no exception. environmental consequences Although the concept is widely employed in today's commercial environment, it has yet to be fully explored. undertaken to define the E-Commerce scenario and study the E-Commerce trends The study goes on to look at the important factors that influence the success of E-commerce business models and their growth in India over the years.

INTRODUCTION

The definition of e-commerce is the electronic process by which individuals or organizations engage in a transaction, such as buying, selling, transferring and exchanging products, services and/or information (Turban), McLean and Weatherbe 2000). In a nutshell, e-commerce effectively removes the need to invest or spend huge amounts in physical infrastructure to develop a global presence, which has led to a revolution in the way business is done. conducted globally. ECommerce stands for e-commerce. This means trading in goods and services through electrical means and the Internet without the use of paper documents. A type of business model, or segment of a larger business model, that allows a business or individual to conduct business over an electronic network, usually the Internet. E-commerce operates in four main market segments: business-to-business, business-to-consumer, consumer-to-consumer, and consumer-to-business. This can be considered as a more advanced form of shopping through the mail through the catalog. Almost any product or service can be offered through e-commerce, from books and music to financial services and airline tickets.

1.1 Evolution of Commerce

Trade has evolved over the centuries. Before the development of money, it was a simple "barter

process" where anything could be exchanged, such as milk for cereal. The development of money brought with it the concept of the "market". In the market, trading is a function of the

Ps - Product, Price, Place, and Promotion. These four components play an important role in completing a transaction. Different combinations of

Ps, define different forms of trading. As the market came into being, some pioneers realized that people would be willing to pay more if they could deliver products to customers' homes. A slight adjustment in Price and Location led to the convenience of having products delivered to their doorstep. This concept satisfies customers and thus the concept of "street vendors" was born.

When the postal system came into being, sellers decided to take advantage of the new opportunity and started using mailers to describe their products. This leads to the concept of "Mail Order Cataloging". Since then, the development of the "Teleshopping" network is inevitable along with the development of the media.

The latest generation of e-commerce can be done on the Internet. The Internet provides a virtual platform where sellers and buyers can come together to buy and sell goods and services. They may be thousands of miles apart, come from different parts of the world, speak different languages, and "e-commerce" has become a borderless means of commerce in the age of globalization. Because the internet can reach customers' homes; the Distribution channel has begun to take on new meaning for eMarketer B2C and C2C. Physical delivery has been converted to electronic delivery; Physical products are now electronic products, displayed on a website.

With

The Dimensions of E-Commerce
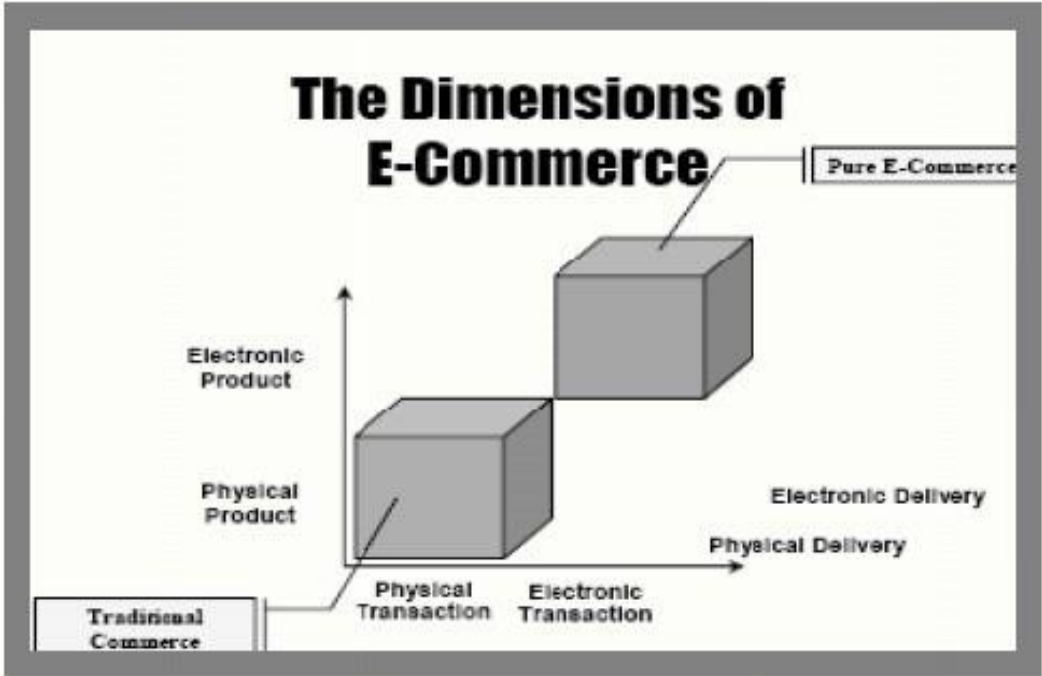
Another important P for eMarketer's, promotions, has become even more important, especially since there is no face-to-face interaction between buyers and sellers. Online promotions focus on "hot deals", "discounts", and "facilities" offered by marketers.

1.2   E-Commerce in India

According to NASSCOM, despite the challenges/disruptions of COVID19, the Indian e-commerce market continues to grow 5%, with revenue expected to reach 56, US$6 billion in 2021... in India is expected to grow 31% to $32.70 billion in 2018, led by Flipkart, Amazon India and Paytm Mall.

1.2.1 Multi-Product E-Commerce

An e-commerce website is a platform that allows consumers to exchange goods and services online without limitations of time and distance. Unlimited merchandise, this e-commerce site offers product selection, product reviews based on images, descriptions, color options, size options, and easy payment gateway payments. easy. It is designed to provide personalized functionality. Customizable details for offers, contracts, and product prices make it the best B2B online store. It is designed to support website search by image and automated features. It contains easily accessible tools for feature comparison.

.1.2.2 Single-Product E-Commerce

Several business India portals/websites business in a specific sector, eg

The items can be studied by different regions of India as each region has its own style of crafting.

Hobbies and E-Commerce:

The most popular hobbies from time immemorial are reading, music and movies. On the Indian website, http://www.firstandsecond.com/, one can buy more than 300,000 titles, cassettes, VCDs, and DVDs.

Books cover a wide range of topics such as business, art, cooking, engineering, children's stories,

health, medicine, biography, horror, home and garden, and more. As for music and videos, they are available in English and Indian to suit diverse tastes and themes that range from devotional songs, old favorites, retro, and jazz to music. latest pop, rap, etc.

Matrimony and E-commerce:

They say marriage is done in heaven, but in the world of e-commerce, they are done on matrimonial portals like http://www.jeevansathi.com/ (meaning lifepartner.com in Hindi) and http://www.shaadi.com/ (meaning marriage.com in Hindi). One can search for a match on their website by region of residence (India or abroad), religion, or caste. After signing up with them, they also have email facilities and chat rooms, so the couple can learn more about each other before making the biggest decisions of their lives.

Employment and e-commerce:

Two major portals like www.monsterindia.com and www.naukri.com (meaning job.com in Hindi) are helping to provide job seekers with a suitable job with just one button. They have directories categorized by employers and job seekers. The service for job seekers is free and employers charge a small fee. Jobs are available online in fields ranging from secretarial work to software development, and from real estate to education. The possibilities offered are limitless.

1.3.3 Information directories

Portals such as http://www.tradeindia.com/ and http://trade.indiamart.com/ maintain directories that provide detailed trade information on almost every subject, whether it be clothes, toys, gems to heavy machinery, or food for work. Products and services are listed with appropriate subheadings to make it easier for serious information seekers to find what they are looking for. Some other similar sites are http://www.indiagrid.com/, http://indiainfo.com/, and http://in.indiatimes.com/.

Allied services provided by them: message boards, chat rooms, forums, etc.

1.3.4 Banks:

Net banking/phone banking:

This is an online banking service for savings account holders as well as current account holders. Some special online banking services are:

- Demat accounts for the sale/purchase of stocks and shares

- Foreign Exchange services

- Direct/Instant payment of bills on the account-holder's behalf

- Financial Planning &advice

- Electronic Funds Transfer

- Loans to account-holders

- NRI services…and more.

Banks facilitate e-commerce with the aid of presenting the maximum critical change tool, particularly the credit score or debit card, without which e-commerce might be impossible. Some of the fundamental Indian players on this subject are:

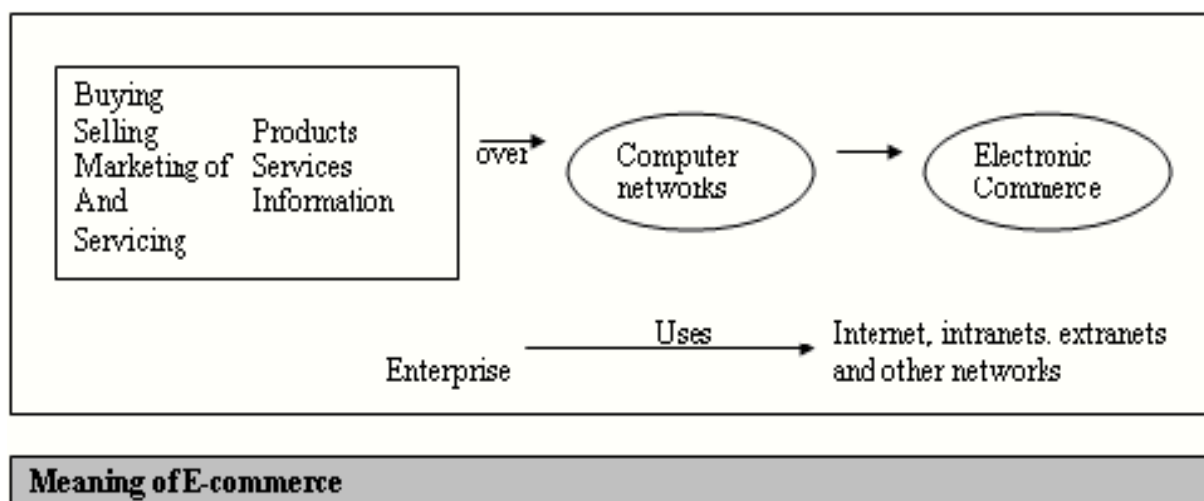http://www.hdfcbank.com http://www.icicibank.com http://www.statebankofindia.com

1.5 Needs

E-commerce is a huge part of the economy and is vital to businesses that sell their products or services online:

- It's covered in a large market

- Fast Response to consumer trends and market demand

- More opportunities to sell

LITERATURE REVIEW

Digital trade or e-commerce consists typically of the distributing, buying, promoting, advertising and marketing, and servicing of services or products over digital systems inclusive of the internet and other pc networks. The facts technology industry might see it as an electronic commercial enterprise utility aimed toward industrial transactions. It is able to involve digital funds switch, supply chain control, e-advertising and marketing, online marketing, online transaction processing, electronic facts interchange (EDI), automated inventory management structures, and automatic statistics series systems. It generally makes use of electronic communications technology consisting of the internet, extranets, electronic mail, e-books, databases, and mobile telephones.

Fig 2.1: Meaning of E-Commerce

2.1 Functions of Electronic Commerce
The four functions of e-commerce are:
- Communication
- Process management
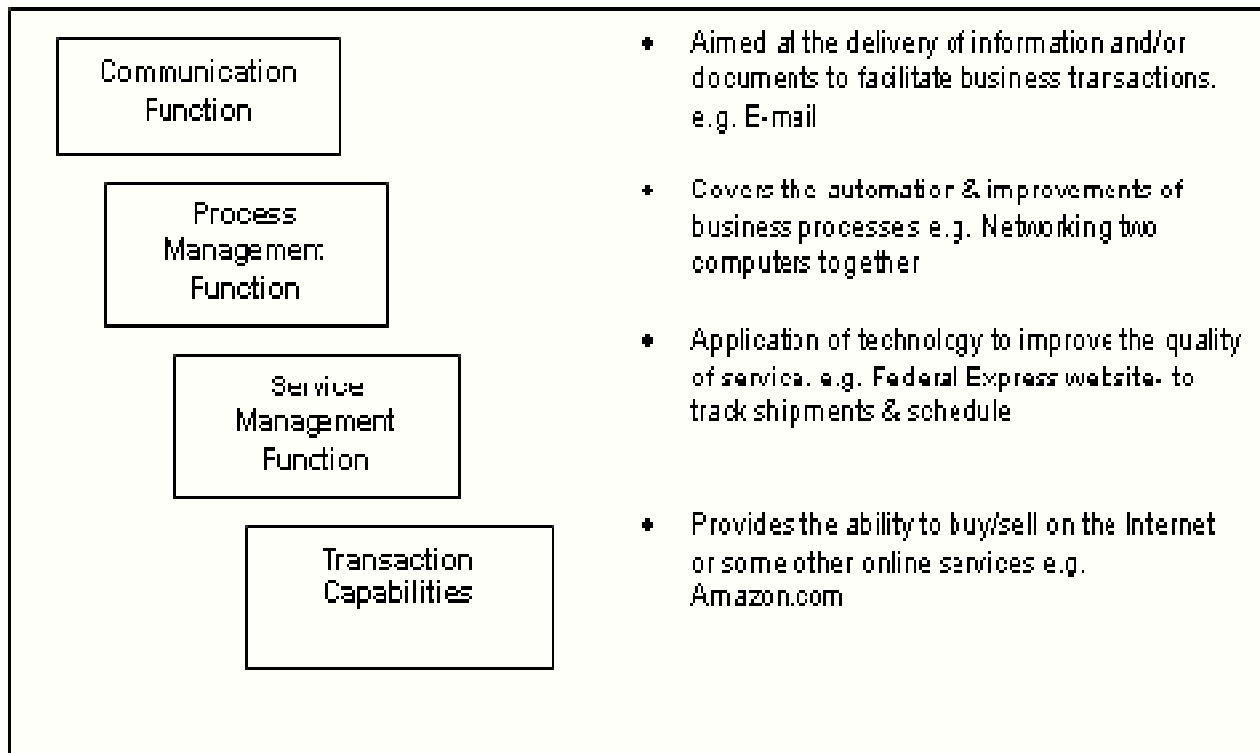- Service management
- Transaction capabilities

Fig 2.2: Functions of Electronic Commerce

2.2 Distinct Categories of E-Commerce

Four distinct categories of electronic commerce can be identified as follows:

Business-to-business (B2B): Commercial enterprise-to-business refers to the whole spectrum of e-trade that may arise among two businesses. Among other activities, b2b e-commerce consists of purchasing and procurement, supplier management, inventory control, channel control, sales activities, charge control, and carrier and aid. At the same time as we may be familiar with some b2b pioneers- e.g., chemdex (www.Chemdex.Com), speedy parts (www.Fastparts.Com), and lose markets (www.Freemarkets.Com) - a few different exciting new consortia are rising.

Business-to-Consumer (B2C): Business-to-Consumer e-commerce refers to exchanges between businesses and consumers, e.g., Amazon.com, Yahoo.com, and Schwab.com. Similar transactions that occur in business-to-business e-commerce also take place in the business-to-consumer context. For instance, as with smaller business-to-business, transactions that relate to the back office of the customer (i.e., inventory management at the home) are often not tracked electronically. However, all customer-facing or front office activities are typically tracked. These include sales activities, consumer search, frequently asked questions, and service and support.

Consumer-to-Consumer (C2C): Consumer-to-Consumer exchanges involve transactions between and amongst purchasers. These exchanges might also or won't encompass third-[arty involvement as within the case of the auction alternate eBay. Other sports include advertisements (e.g., www.Numberoneclassifieds.Com), games (www.Warmth.Net) jobs (www.Monster.Com), and internet-based totally communication (www.Icq.Com), and private offerings (e.g., Yahoo! Personals, webpersonals.com).

		Business originating from.....		
		Business	**Consumers**	
And selling to...	**Business**	B2B	C2B	
	Consume's	B2C	C2C	

Consumer-to-Business (C2B): Consumers can band together to form and gift themselves as a customer group to businesses in a purchaser-to-enterprise court. Those corporations can be economically encouraged as with the call for aggregator, mercata.com, or socially orientated as with

cause-related advocacy at voxcap.Com.

2.3 Significance of E-Commerce

The electronic market participants are not confined handiest to virtual product businesses' e.g. Publishing, software programs, and statistics industries. The digital age and the virtual revolution have an effect on all via their manner improvements:

Net television and virtual tv are going to affect television news and leisure packages. Adjustments in telecommunication will have an effect on the way the information is received, product bulletins, orders, etc. Phones, fax machines, copiers, pcs, and printers have turned out to be essential substances in doing enterprise, so are e mail, websites, and incorporated virtual communication nowadays workplace enterprise machines are not integrated (e.g. Faxed orders must be typed in on computer systems), the a lot talked about convergence will drive these kinds of gadget into one virtual platform, whether it's a laptop related to the net and intranet, a brand new kind of device capable of interacting with different gadgets due to the fact that tool will prove to be extra efficient and productive.

The user experience of e-commerce

E-commerce gives customers the freedom to purchase items from anywhere.

In keeping with a February 2001 enterprise 2.0 file, fifty-five percent of users experience online buying because there are no salespeople concerned. In December 2000 examination, it's also indicated that "everyone with access to a credit card would purchase over the net." primarily based on such phenomena, it's far safe to say that interactivity, is extra at ease than ever and saves the want for an

intermediary for the duration of a web transaction, has performed a first-rate role in boosting the boom of e-commerce.

As compared to conventional retailing, customers also mentioned the following reasons as to why they decide on online purchasing:

Convenience	84%
Saves time	72%
Avoids crowds	64%
Allows more time to research	61%
Lower prices	60%

2.4 Opportunities for India

At the macro stage, if one seems on the opportunities for india, outsourcing software program and it services from the us and different advanced international locations have emerged as one of the method to lessen the price of e-commerce these days. On this regard, india has emerged as a favored vacation spot. Consequently, the indian software export enterprise may want to target a extensive share of worldwide e-enterprise/e-

Trade marketplace within the years yet to come. Within the rising global digital economy, it would be important for indian companies to observe the equal online b2b practices as finished through others within the global to be a stakeholder. E-trade might allow small and medium indian businesses to task their capability globally and therefore participate more proactively in such ventures. Many conventional sectors including handicrafts, textiles, artwork, and natural medicines that have failed in the beyond to faucet the worldwide markets because of loss of advertising resources, ought to locate an ideal medium on the internet. Indian cultural history, monuments, temples, and classical music could be made recognised widely to the arena at a

completely low fee of marketing and will be similarly leveraged in improving international tourism of which india gets simplest 2 percentage. E-commerce is one it tool that might do wonders for the indian economic system in many fields. Within the nasscom study, india has the capability to create e-business worth $1.5 billion through 2004and around $10 billion by way of 2008. E-commerce is a fast-moving area the world over in phrases of possibilities and technology. It's miles are predominantly led by the enterprise and consumer sector with the authorities playing a catalytic role. Authorities by means of supplying proactive rules and surroundings and facilitating aid and important inputs for increase can do wonders for e-commerce in and beyond India. In the ultimate year, considerable development has been made inside the us of a in this regard. New telecom coverage 1999, new isp policy, and sure unique policies have emerged out of acceptance of part i of the file of national challenge force on it and software development. They need to be carried out aggressively and at once. The power to installation world-class records infrastructure at the maximum aggressive charge must be accelerated. The subsequent important packages were made in india as of july 2001. (i) for the reason that announcement of the net coverage in november 98, 315 licenses have been issued to isps with the aid of dot. With the availability of a huge range of isps, it's far anticipated that marketplace forces will govern the pricing and charges will come down in addition. (ii) country wide internet backbone is being mounted which would provide connectivity to government in addition to private isps. Trai has constant the higher limit for internet tariffs, isps are revising tariffs periodically at very monetary, aggressive, and appealing costs to mobilize the customers. (iii) vsnl, stpi, and others are presenting worldwide bandwidth from a couple of locations. Stpi with the single window centers which includes excessive-speed datacom services at 17 places national has more than one web sites and is enabling greater than 1200 agencies to set up net operations. (iv) ntp-99 has given widespread importance to online e-trade. It is expected that statistics for e-commerce and b-commerce will be passed seamlessly. The requirement to develop adequate bandwidth of the order of 10gb on country wide routes or even terabits on

certain congested vital* countrywide routes can be immediately addressed so that increase of it in addition to e-commerce will now not be hampered.

2.5 Promote E-Commerce Enterprises

(i) Promoting improvements, helping entrepreneurs with excellent & industrial thoughts, offering commercial enterprise help, create incubation centers are a number of the areas in which authorities with the participation of enterprise and different sectors had been playing a catalytic and facilitating function. This can want to be in addition intensified. A number of the recent tasks taken include:

(ii) mit in association with sidbi, idbi, and the software program enterprise has set up a corpus of rs 100 crore recently, named as national mission fund for software and data generation

(iii)   Industry (nfsit). Nfsit is centered to provide challenge capital to begin-up software professionals and it gadgets inside the small-scale region.

(iv)   to offer assist to small companies, stpi has these days set up a commercial enterprise assist middle in san jose, u.S.A..

(v) in diverse software technology parks as well as other parks promoted with the aid of state government, incubation centers and plug and play facilities are being set up.

(vi)   to release the indian venture introduction and incubation engines, techniques and rules are being simplified.

2.6 Security for E-Commerce

Following the outstanding expansion of the net and its utility in e-commerce, there's a wonderful upward push in economic transactions using this medium. But, for the reason that internet is evolving as a means to offer as easy interconnectivity of networks for records exchanges freely as possible, the systems aren't designed to preserve the necessities of records protection. Factors like privateness, integrity, authenticity, and non-repudiation which might be essential factors for

a business transaction aren't looked after of their elemental form. There are common reports of hacking and different kinds of abuse of the community owing to such deficiencies. To make this medium suitable for e-trade, sizeable work continuously needs to be taken up and the government is expected to take a keen hobby in this place of labor encryption being the important thing detail to make sure security in network conversation, the government ought to bear in mind extending the prevailing restrict of 40-bit encryption degree. This could necessitate an up-gradation of centers with the countrywide protection organizations. Particular community security products like intruder detection structures and firewalls are being evolved in the u . S . A .. Though many such products are available internationally, countrywide capability on this location is needed to make sure that no trap doorways are to be had giving upward thrust to the dearth of self belief on the part of enterprise homes. There would be, in addition, indigenous merchandise just like comfy electronic transaction (set) and comfy socket layer (ssl). Besides know-how and functionality constructing, efforts are needed to promote e-trade as a wealth-building agency which could growth gnp. The government is ensuring the putting in place of the general public key infrastructure and certification authority (ca) with the aid of the end of the year 2001following the passage of the it bill so that fascinated e-commerce gamers could have relaxed transactions as required.

RESEARCH METHODOLOGY

3.1 Introduction

Within the technology of economic liberalization and multiplied competition, the Indian industry is making an attempt to harness the era to reach accomplish its enterprise objectives. In doing so, it has centered on balancing the benefits provided by way of new technologies with the related risks breathing in one's enterprise relies upon on it. This has led to a race to be the first to be second in enforcing new technology with maximum groups anticipating their peers to discover new regions earlier than venturing into them.

The simple factors required for successful business engagement are converting swiftly. Pressures to economies, accelerate operations, and deliver superior provider is regular. One of the maximum visible, difficult, exciting, and sick-understood manners of responding to these pressures is using several electronic channels, mainly the internet and its offshoots.

3.2 Survey Methodology

The studies examined were conducted both number one as well significant table research for this file. Secondary data assets have been used to advantage a complete and in-intensity understanding of the e-trade market in India. Inputs related to the internet users in India, and section-wise customers of the internet in India, and so on. Have been taken from I cube 2006, syndicated studies fabricated from the technology group at imrb worldwide. Those annual syndicated set of reports on the net market in India are primarily based on a huge scale number one survey protecting 65,000 people across 26 Towns in India.

Facts from diverse published assets and other studies our bodies became also used to carry out a statistics validation take a look at and additionally to attain the very last numbers. Primary studies changed into carried out using in-depth interviews with big and medium-sized b2c and c2c e-commerce players. A detailed questionnaire was administered to the players from various verticals of the e-trade industry

Respondents had been required to categorize their organizations as belonging to:

* Manufacturing (MFG),

* Financial Services (FS),

* Computers & Communications (C&C), and

* Other Industries.

3.2.1 Definitions

A totally common question in this context is: "what exactly is e-trade and what is the effect of the internet?" the internet and its associated technologies (intranet, and extranet) are fast gaining popularity global as other technology for digital conversation among corporations (like EDI and groupware). E-trade is a frequent term to describe the way organizations change electronically. It uses a set of technologies to talk with clients or different corporations, carry out records gathering, or conduct enterprise transactions. Despite the fact that the net is the excellent acknowledged of those, others consist of intranet, EDI, and clever playing cards. For this survey, e-trade was described as computer-to-computer, man or woman-to-laptop, or pc-to-character enterprise relationships enabling a change of data or value. Consequently, the survey also sought to explore using e-trade thru channels aside from the net. The principal objective concerned an attempt to decide the modern focus of, usage levels, and tasks undertaken in the vicinity of e-trade. Identity of perceived barriers to adopting e-commerce with the aid of respondents turned into also the main goal. This yields a starting point to cope with problems related to its adoption. The respondents consisted of human beings from diverse sectors of enterprise. The survey also aimed to pick out the blessings collected by those organizations which have already carried out such an era in a single form or every other different. This, together with the pinnacle potential benefits expected with the aid of the respondents, offers an indication of the thrust regions for the ones aiming to promote e-commerce.

3.3 E-Commerce &Taxation

Key Considerations

The growth of e-trade has led to thrilling possibilities turning into available for human beings To adopt this medium as a road to market services and products globally. The potential makes use of e-commerce has created implications for governments and the sovereign in their tax systems. Some of the businesses that have taken notice of this development and constituted have a look at corporations and recommendations to address transactions undertaken include:

- The US treasury has launched a guideline on deciding on tax coverage implications of worldwide digital commerce.
- The OECD has produced a report on electronic trade opportunities and demanding situations for authorities.
- The European fee has also released a document constituted by using a high-level institution of e-trade specialists.

There is an unparalleled stage of global cooperation over this kind of short period at the demanding situations posed through e-trade and this has added seriousness to governments and tax authorities to tackle the tax implications of e-trade transactions. Country-wide governments have the disadvantage of no longer being able to dictate domestic guidelines about e-trade. Despite the fact that this difficulty may be addressed quickly as e-commerce is gaining momentum and could pose super demanding situations to the prevailing structures of taxation. Some of the tax issues that could get up because of e-commerce would be as follows:

Personal Tax: people may want to get away from the tax net with the aid of not maintaining the profits generated via imparting offerings through the internet.

Residence: human beings with the use of the internet can efficiently live and work in numerous jurisdictions. A similar scenario is possible in the case of a corporate.

E-Commerce: businesses can switch profits from excessive tax jurisdictions to low tax jurisdictions, or alter their earnings and prices with branches or subsidiaries in the low tax jurisdictions through internet transactions.

Tax on Goods & Services: by way of routing transactions through the internet, it might be difficult for goods and services to tax. The jurisdiction where the sale or service has passed off should become a count number of interpretations.

Permanent Establishment (PE): the concept of pe is crucial in determining a agency's business income and tax legal responsibility in a specific u . S .. However, commercial enterprise through the net demanding situations the complete concept of a pe and, therefore, the question of the way the commercial enterprise income of an corporation is decided may want to become a debatable problem. Electronic commerce is, undoubtedly, going to pose demanding situations to countries as their present tax system is primarily based on tangible facts reporting and paper trials. International locations may be compelled to re-assume the method of taxation and undertake approach to recognize transactions in an inequitable way preserving in mind the prevailing tips issued by way of a few western international locations for taxing e-trade transactions.

DATA ANALYSIS & INTERPRETATION

4.1 Usage of E-Commerce in India – a Demand Side perspective

Since the introduction of e-trade, there had been debates about the destiny of its prospects in India. Wouldn't it be as a hit as its miles in the US or is it a mirage that draws many but gives nothing worthwhile? True sufficient; the players inside the online marketplace are still struggling to choose a successful business version. A maximum of them is settling for advertising and marketing models, hoping it might assist them damage even. However, to develop beyond, most people the sales desire to be generated from customers. Clients, on the other hand, have emerged as desire-spoilt. There is no dearth of services for them. They skip from one dealer to another searching for high-quality offers inside the standardized product marketplace.

In this phase, we would,
- cognizance of the use of e-commerce in India, and
- recognize the triggers and barriers to the web marketplace

4.2 Usage of E-Commerce

In February/March 2020, g2 surveyed* users of small enterprise (smb) e-commerce systems to gain insight into the perceived cost of software being used and personal delight. Indian e-commerce marketplace hosted US$3 billion of transactions in 2011 (supply: iamai)
A total of 90 million Indian internet users finished online transactions in 2019. This quantity is anticipated to reach 38 million by 2020. (source: Avendus)
Online retail sales will reach us$2.4 billion (except for online travel) in 2018, with the quantity of online consumers inside the US increasing to 21.5 million (source: e-marketer)
In November 2011, approximately 60% of Indian online customers visited retail websites, with 7.6 million and 7.1 million users visiting coupon and patron electronics web sites respectively (supply: ComScore)

The adoption and usage of e-commerce inside the US is a feature of the overall surroundings for net usage in a country. To correctly recognize the possible growth path for e-trade in India it's miles imperative to recognize the net environment within the United States of America. Some of the important thing variables that need to be understood are the percentage of laptop literates, net penetration, frequency of get right of entry to the net, the cause of internet access, and so forth. Accurate mapping of these would assist in informing the general framework of e-commerce within the United States of America.

Source: I-Cube 2006 Syndicated Research of e-Technology Group @IMRB, March 2006
Figure 4.1: Frame-work of E-Commerce in the Country

The pc literate population is on a fast boom curve having grown one hundred% in 2006 over 2004.

Although in india overall penetration remains low the critical aspect is that a vital mass of users is shaping up if you want to gasoline fast increase over the next three-four years. A claimed or ever internet person is defined as person who has ever accessed the net. A subset of claimed internet users, energetic internet users are described as the ones who have accessed the net at least once in the last month. They may be regular users of the net and are privy to the current trends and packages emerging at the net. The populace of lively net customers become 21 million in march 2006. As those internet users mature regarding publicity and cognizance of the net, they generally tend to spend extra time online; access the internet more often, and surf non- communication-based programs and advanced on line

Programs like gaming, e-commerce, and so on. However, as it's miles obtrusive from the charts below, e-commerce remains no longer the key driver of the internet. Net utilization inside the United States of America continues to be pushed by means of e-mail and information seek.

E-Mail Chat Information Entertainment E-Commerce Internet Users: Key Activities

However, the interesting component is that out of the 13.2 million internet users across 26 cities protected in i-dice 2006, (syndicated research of e era organization @imrb worldwide),14.2% use the net to buy tour tickets; five.5% humans do on line buying, in particular products like books, plants, gifts, and so on. And 5% humans deal in shares and stocks thru the internet. Even though the percentage contribution of e-commerce is sort of the equal over time, however, the variety of net customers the use of e-commerce is growing hastily.

As a consequence, e-commerce is simply being adopted by means of internet users as a way to save. They may be buying a selection of merchandise online and travelling various web sites to shop for products. Given the price of growth in e-commerce users, the scale of the e-trade industry is predicted to attain INR 9210 crores at the give up of 2007-08, a big leap of 30% over the modern enterprise size.

4.2 Triggers and Barriers to the E-Commerce market in India

Similarly to the enterprise size, it is imperative to recognize the reasons behind the boom and motives hampering the growth e-trade industry inside US. This section elaborates on the triggers and obstacles that impact the adoption of e-commerce via internet customers we might begin with the aid of enlisting the triggers which inspire on-line buyers to buy merchandise online.

Table 4.1: Triggers in buying through the internet

As glaring from the table above, time-saving is the foremost purpose that drives net users to store on-line. It's miles observed by way of the ease of anywhere, anytime purchasing on line. On-line shops do not have space constraints; as a result, a extensive kind of merchandise may be placed on display. Agencies can display an entire variety of products being presented by using them. This similarly allows the consumers to choose from a spread of models after comparing the appears, functions, and prices of the products on display.

To attract customers to store on line, e marketers are presenting terrific offers and discounts to clients. That is facilitated by means of the elimination of maintenance, actual-estate price of the vendor, and selling its products on-line. An perception into some of the issues said with the aid

of customers even as buying thru the net will help us to have a more in-depth have a look at the issues which want to be addressed via the web community.

Top 6concerns while buying online	Rank
Not sure of product quality	1
Cannot bargain/Negotiate	2
Not sure of security of transactions /Credit card misuse	3
Need to touch and feel the product	4
Significant discounts are not there	5
Have to wait for delivery	6

Source: I-Cube 2006, a syndicated product of IMRB International

Table 4.2: Barriers to buying through the Internet

RESEARCH FINDINGS, SUGGESTIONS & CONCLUSIONS

5.1 E-COMMERCE IN INDIA

Statistics for Ecommerce in India
- Indian e-commerce marketplace hosted US$3 billion of transactions in 2011 (supply: iamai)
- Its miles forecast that extra than us$20 billion worth of transactions will be carried out online over the next five to seven years in India and 12-15% of the US of a's buying activities will circulate online. (Source: iamai)
- Atotalof9millionindianinternetuserscarriedoutonlinetransactionsin2011.This range is predicted to reach 38 million in 2015. (Source: avendus)
- Indians' b2c marketplace is predicted to develop at a cagr of 34.2% between now and 2015(supply: emarketer)
- Online retail sales will attain US$2.4 billion (apart from online tours) in 2012, with the variety of online shoppers in the United States expanding to 21.5 million (supply: emarketer)
- In November 2011, about 60% of Indian online users visited retail websites, with 7.6 million and 7.1 million users visiting coupon and client electronics websites respectively (source: ComScore)

India's Top Retail Sites		
Site	Total Unique Visitors (000)	% Reach
Total Retail Sites	34,076	60.5
Amazon Sites	8,016	14.2
Flipkart	4,857	8.6
Apple Worldwide Sites	4,381	7.8
Myntra	3,959	7
Samsung Group	3,918	7
Naaptol	2,849	5.1
Alibaba Corporation	2,610	4.6
Homeshop18	2,438	4.3
Bookmyshow	2,370	4.2
Priceindia.in	2,367	4.2

Table 2: Top Retail Sites (Source ComScore Media Matrix, March 2021; Total Audience)

What Indian Internet Users Buy Online			
Purchase	% of Users	Purchase	% of Users
Desktop Computer	8.98	Laptop	7.26
Portable Media Player	6.71	Netbook	2.97
Mobile Phone	16.39	Blu Ray Player	3.36
Flat Screen TV	7.49	E-Book/E-Reader	3.36
Games Console	5.46	Beer	9.52
DVD Player	7.81	Wine/Spirits	7.81
Satellite/Cable TV	7.34	Sports Equipment	9.6
Broadband/Hi-Speed Internet	10.07	Clothes	26.23
White Goods e.g. Fridge, Washing Machine	4.92	Shoes	16.86
Car/Automobile	4.68	Travel, Tickets/Hotel	17.02
Furniture/Home Equipment	6.24	Music	15.93
Holiday (India)	9.45	Films	17.25
Holiday (Abroad)	5	Books	20.22
Personal Items e.g. Watches/Handbags etc.	15.07	Gift for Someone	19.52
Financial Products	9.29	Tablet Device	3.74
None of the Above	26.7		

Table 3: Purchase (Source: Global Web Index)

Some Trends in Mobile, Digital Advertising & social media

Some tendencies in the cell, virtual advertising & social media

☐ of india's trendy net population, 9% log on via cell. (supply: imrb)

☐ at the beginning of q4 2011, the range of mobile internet customers reached a 43million. (supply: imrb)

☐ via 2015, india's 4g carrier is projected to account for 28 million connections. (supply: avendus)

☐ india may want to come to be one of the top 5 international locations for smartphones through 2016, representing almost 10% of the complete international supply. In 2011 it represented 2.2% of it. (source: idc/campaign asia pacific)

☐ on-line advertising in india is presently generating $410 million a 12 months and represents7% of total advertising and marketing spent. Via 2015, it's far anticipated to generate $1.6 billion and comprise 10-15% of india's overall advert spent. (source: financial times)

☐ mobile marketing spent came to us$56.Five million in 2011. It's far forecast to reach$247 one million via 2015. (source: e marketer)

☐ india's general social networking target market now totals 43.5 million according to one survey. (source: comscore)

☐ there are greater than 33 million users on a couple of social networking web page in india. Those web sites are attracting more than 45,000 news users every day. (supply: scribble/era)

occasionally there may be a shift in the prosperity of a market primarily based on area. Right now the focus is on the e-commerce market of india, particularly focusing at the garb industry. In step with information, the indian garb marketplace is developing quicker than another enterprise in the country, regarding ecommerce.

 through the give up of 2013, the usa's pinnacle e-trade outlets are looking forward to their sales to double. A have a look at conducted by homeshop18.Com in addition breathes truth into their claims, as their take a look at found out that during india; a bit of apparel is bought about every 40 seconds. There is only a excessive call for for clothing at the ecommerce marketplace proper now, and plenty of e-shops are arising as a result.

 a part of the boom is due to the developing improvement of the usa, in which more residents have access to the net every day; no longer to mention the boom of populace in india. The mixture has bred an entire new client base, whose preference is to purchase garb online, in which they can find the brands, they like from various retailers without having to leave their houses.

 because the boom in populace and commerce desire is so speedy, there's a high demand for garb on-line, which keeps the outlets stocking the cabinets and supplying new styles on a extra than everyday foundation, also prompting extra income.

 the indian ecommerce marketplace also can owe its boom to an increased fee technique circle that lets in clients to pay for his or her purchases after they get the objects introduced. That is known as cod, or cash on delivery. Because the electronic card alternative isn't always starting off as speedy because the ecommerce marketplace is here, this gives an alternative for customers who in any other case, could not be capable of purchase whatever online.

 in india, ladies are gradually becoming more in charge of their own lives. This freedom of empowerment has been part of the increase cycle, as they're now becoming extra active in purchasing online; whereas before, women did not have that preference; so while the consumer market turned into there, half of of it couldn't partake within the industry.

 in line with deepa thomas, an ebay professional of india's ebay commerce, 41% of income are taken by means of the life-style category, while garb ranked above it. It's miles obtrusive that this industry is presently very beneficial, and that marketers would be smart to take advantage of the increase in india. With outlets waiting for their income to double with the aid of the stop of 2013, if all procedures continue to be the equal, there is no telling how a whole lot the increase could be with the aid of the end of2014.

Purchase history: 62 percent of consumers have shopped for more than a year. 37 percent of online consumers have commenced buying online within the last twelve months. Sixty-seven percent of online shoppers have shopped online as currently as three months showcasing the developing recognition of e-trade

Frequency of purchase: sixty-seven percent of online consumers have shopped online as recently as three months showcasing the growing acceptance of e-commerce. Fifty-three percent of online consumers have shopped online more than 5 times, and 27 percent of online shoppers have shopped online greater than 10times.

1. **A top state/city representation**: Maharashtra: 29 percent (Mumbai: 24 percent), Delhi NCR: 19 percent, Tamil Nadu: 11 percent (Chennai: 7 percent), Karnataka: 10 percent (Bangalore: 6 percent), Uttar Pradesh: 7 percent (Lucknow: 2 percent), West Bengal: 6 percent (Kolkata: 5 percent), Andhra Pradesh: 5 percent (Hyderabad: 4 percent), Rajasthan: 5 percent, Gujarat: 4 percent (Ahmedabad: 2 percent), and Kerala: 3 percent.

2. **Top City/Product Preference**: Mumbai (24 percent) holds the Top Slot for Every Category, except jewelry. Delhi (19 percent) is fast competing with Mumbai in accessories, apparel, gifts, and home appliances categories and has piped Mumbai to rank first in jewelry. Chennai (7 percent) is at rank three for railway tickets, airline tickets, magazines, home tools, toys, jewelry, beauty products, and sporting goods categories. Bangalore (6 percent) is at rank three for books, electronic gadgets, accessories, apparel, gifts, computer peripherals, movies, hotel booking, home appliances, movie tickets, health and fitness products, and apparel gift certificates. Kolkata (5 percent) jumps to rank three in online music sales online and is at rank four for the movies and the music categories.

3. **20 Products Bought Online**: Books (41 percent), Electronic Gadgets (40 percent), Railway Tickets (39 percent), Accessories Apparel (36 percent), Apparel(36 percent), Gifts (35 percent), Computer and Peripherals (33 percent), Airline Tickets (29 percent), Music (24 percent), Movies (21 percent), Hotel Rooms (20percent), Magazine (19 percent), Home Tools and Products (16 percent), Home Appliances (16 percent), Toys (16 percent), Jewelry (15 percent), Movie Tickets (15 percent), Beauty Products (12 percent), Health and Fitness Products(12 percent), Apparel Gift Certificates (10 percent) and Sporting Goods (7percent).

4. **Satisfaction Index**: 18 percent of online shoppers are 'Highly Satisfied' with online shopping and 62 percent are 'Satisfied' with their online shopping experience making a case for repeat purchases and peer-to-peer recommendations on this interactive medium. 17 percent are 'Neither Satisfied nor Dissatisfied' - An opportunity to convert them towards this increasingly high satisfying index. 3 percent of online shoppers are 'Dissatisfied' with online shopping.

5. **Top 5 Reasons to Shop Online:** 70 percent of online shoppers like 'Home delivery' about online shopping, 62 percent like 'Time-saving', 60 percent of online shoppers like the '24x7', 45 percent like the 'Ease of use' and 39 percent of online shoppers like product comparisons.

5.2 INTERNET GROWTH IN INDIA

E-commerce figures in the advertisement are likely to record the maximum growth between the years 2000 to 2003, because of the substantial addition to the user base expected in this period. The emergence of broadband and the convergence of media are likely to provide the thrust to the online ad-spend budgets of companies.

5.3.1 Strategic Importance of E-Commerce

Over half of of all respondents said that e-commerce constituted both a substantial a part of or become crucial to their, agency's strategy. Only 4 percent felt that it changed into of no significance to the corporation's method. E-trade is an increasing number of being seen as a strategic device to gain commercial enterprise benefit and competitive part.

5.3.2 Potential Benefits

This phase shows that businesses are figuring out the real benefits of e-trade in phrases of beginning up new markets, enhancing productivity, and automating their deliver chains. Respondents have been asked to fee the ability benefits as applicable to their corporations. The respondents rated progressed customer support and progressed productivity as the top two potential benefits e-commerce might offer to their businesses.

5.3.3 Realized Benefits

The chart indicates the benefits found out by way of organizations using e-commerce. Improved productivity and stepped forward product nice have been rated because the pinnacle two found out benefits. Improved customer support, rated as one of the pinnacle potential blessings, is a near 0.33.

E-Commerce: Sector Wise Share
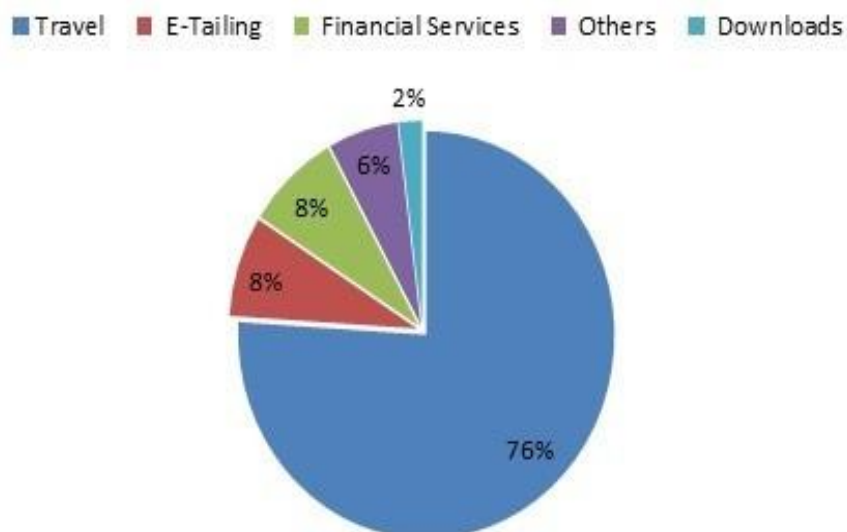
5.3.4 Potential Barriers

The respondents rated the shortage of general charge infrastructure and buying and selling companions era because the top ability limitations to the effective adoption of e-trade of their businesses. Infrastructure charges and protection issues figured as primary worries despite the fact that they were not as important because the first two. We discovered that corporations are willing to make the

Essential investments within the technology as long as they may manipulate it correctly and get a pleasant go back on funding. Our research inside the ecu marketplace indicated that safety is an over-hyped problem. The gear for overcoming safety risks are to be had but it stays situation to media hype. Those businesses which might be maximum superior in their use of e-trade recognize this and, so, are likely to regard it as a less full-size barrier than those that have now not.

5.3.5 Integration

Over half of all respondent corporations had help at the board stage and had allotted finances for e-commerce integration. 40 percent of the corporations are taking measures to integrate e-commerce technology with their present-day operating methods and technology. However, adapting to e-commerce will no longer sincerely imply remodeling internal approaches and patron interfaces. As an alternative, organizations will have to think of e-trade as a new channel and not just an alternative to present channels which, in turn, means that they will start presenting new services to preserve their marketplace photograph and role. Others will locate that e-commerce offers them the opportunity to provide new services.

5.3.6 Implementation of E-Commerce Technologies

The charts show the status of the implementation of e-commerce technology in different enterprise sectors. Inner and internet e-mail, web sites, and internet get entry to are famous in all most important enterprise segments. Nearly absolutely everyone makes use of internal e mail and most corporations allow their employees access to the net. In 2 years, respondents from production & distribution businesses preferred the implementation of extranet, intranet, and edi technology whilst financial services businesses predicted to have mounted edi, extranet, and ivr systems, and computers & communications had been making plans edi implementations.
The subsequent desk summarizes the maximum principal e-trade technologies which are currently being applied and in order to be implemented over some time in one of a kind commercial segment.

5.3.7 Functions Performed Electronically

The net turned into favored a long way extra than all the other electronic channels with nearly half the respondents using it for news and records-based makes use of. The desk ranks the features based on the proportion of respondents appearing them electronically.

5.3.8 Transaction Volumes

Much less than half of the respondents were able to provide information of the quantity of transactions achieved electronically. Of those, nearly half stated that the volume of transactions

of their businesses is 0. As a result, most agencies surveyed aren't capable of decide the wide variety of transactions finished via electronic channels and lots of are yet to apply those channels. Respondents had been asked for the approximate cost of transactions presently finished through electronic channels. Based on the table, the weighted common annual monetary value of e-commerce transactions is about Rs 123 million for the respondents surveyed.

5.3.1 Governance

The sponsors within an organization determine the scope and success of an e-trade undertaking. This segment well-known shows that infotech departments are taking the lead on e-commerce initiatives inside their corporations. Executive committee guide in the form of board approvals, and intervention to make sure that the essential enterprise reengineering takes place to make certain that e-commerce is incorporated with enterprise approaches is vital to make certain that these projects deliver on promises. Respondents have requested which part of the organization turned into the important sponsor of present-day or destiny e-trade projects. In almost -thirds of the companies, it was the government committee. It turned into discovered that the infotech branch champions, develops, and continues those projects in a majority of the organizations.

5.3.2 important features of maintaining Security of E-Commerce Transactions

The respondents have been asked to price the significance of functions in organizing and retaining the extent of agreement required for employing e-commerce technologies successfully. It is exciting to word that everyone the features have obtained very excessive scores (a minimum of sixty-seven percent of respondents say that a specific characteristic is important/very critical/vital). The very best scores had been given to network access controls and thru-the-device assessments audits.

5.3.3 Trading partners

About 30 percentage of respondents had greater than five percentage of their buying and selling partners buying and selling electronically, and about 1/2 of these had extra e than 50 percentage of their trading partners buying and selling electronically/

5.3.4 Characteristics of Trading Partners

The respondents were requested whether they agreed/disagreed with certain traits in their trading partners. The charts display the cumulative responses of all the businesses. Extra than half of the respondents felt that trading partners had been no longer a using pressure behind their adoption of e-trade while, interestingly, buying and selling companions+ era became named as a giant barrier to their adoption of e-trade (phase 5.5). This means that although the driving force behind e-commerce became internal, its adoption became inhibited via a loss of a suitable era with the trading associate(s). Buying and selling partners were considered favorably by using extra than half the companies surveyed in terms of considering worries, having explicit rule-based totally agreements, fine of communications, long institutions, and stages of acceptance as true with, at the same time as about a quarter of the respondents viewed them as competitors in some areas. Most organizations work closely with their business partners creating surroundings with a large, unutilized ability for commercial enterprise-to-commercial enterprise implementation of e-trade.

5.3.5 Procedures Used by Organizations to Ensure Security and Proper Use of Compute Resources

The chart details the procedures used by organizations to ensure confidentiality, security, and appropriate use of computer resources.

5.3 Conclusion

From the survey, it is evident that the potential blessings provided via e-commerce are some distance from found out. The perception that trading on electronic channels can't make cash is challenged as incorrect, at least in the commercial enterprise-to-enterprise zone. There is also some expectation that, even though buying and selling on electronic channels might also take longer inside the purchaser quarter because of the trading limitations at the net, this, too, will quickly follow. Digital channels are forcing groups to re-assume important factors of the manner they're organized and do enterprise. E-trade raises essential strategic troubles and is accelerating trends in areas such as globalization, branding, customer service, and deliver chain. Markets are being transformed as obstacles to access are torn down. This survey suggests that the application of e-commerce and the net, in particular, extends beyond marketing to all components of the deliver chain. It also indicates that the technical components are not as critical as the integration of business methods and the resulting need to re-engineer them across the employer. However groups are approaching those developments piecemeal. If businesses are to make worthwhile use of e-commerce, then, its champions have to make their instances heard at the highest stages.

That is an possibility for the infotech and advertising and marketing departments to make their board privy to the impact of e-commerce now not just from the technical point of view, but also in phrases of its impact on the bottom line. In our opinion, only those agencies with an agency-wide initiative, funded from the middle or, as a minimum, on a joint mission basis between capabilities, with board approval, will turn out to be leaders in what's a swiftly converting environment. Senior management contributors who have earlier been responsible for the e-commerce initiative in their groups want to put together a compelling business case, detailing the possibly returns on investment and post it to the board. The rewards, each for the company and for the man or woman involved in shaping its model to the facts age, promise to be properly well worth the effort.

5.4 Recommendations

The maximum important aspect that is vital for developing ecommerce in india – believe. If we take a look at the indian context, i sense that there's a widespread loss of agree with between outlets and customers. Clients don't trust the outlets due to the fact they sense that they're either being overcharged or that they wouldn't be capable of get the correct level of customer service as soon as the sale is complete. Stores don't consider the customers because they sense that the customers will take each opportunity to misuse the go back or exchange rules. It's far my opinion that this fashionable loss of agree with is the number one barrier that is impeding the increase of ecommerce inside india. Here are a number of the practical strategies that on-line retailers can rent to enhance this degree of accept as true with

And build an environment where clients feel safe in clicking that "proceed to checkout" button.

1. Customer reviews

These days's clients are setting much less consider in website advertising messages and turning into more motivated through tips from other humans. Consumer's agree with in a web store will growth if the retailer gives an capability to allow clients share their positive in addition to poor evaluations approximately products or vendors. The secret is to not "slight" the poor opinions because allowing clients to post poor critiques, will decorate the credibility of the store as well as other evaluations. Any foul language needs to be moderated but any true problems with the products or companies need to be posted in conjunction with the high quality reviews.

2. Clear shipping and delivery commitment

On the time of putting in merchandise on the market, clean transport and handling time ought to be associated with the product. This data need to be displayed always on all product pages so that customers' expectancies around the transport timeline can be set.

3. Analytics &Personalization

Despite the fact that personalized product tips and content material do no longer directly increase client trust, they do reveal to the consumer that the web retailer is making a good attempt in understanding the client's character wishes and is acting upon them. This implicitly improves the consolation degree that the store isn't always simply trying to sell products but is making an honest strive in constructing a relationship with the patron.

4. Operational Reporting & Dashboards

On line stores must spend money on strong operational reports that offer alerts and metrics on orders which have a risk of lacking the service stage that was promised to the customers. If you have these days carried out an ecommerce platform, probabilities are that at times orders will get" stuck" in numerous states. Consequently, it is important to set up thresholds around how long ought to orders live in numerous states (which include "processing for fee", "getting ready for cargo" and so forth.) and then construct computerized indicators while orders exceed those thresholds.

5. Vendor Penalties

Inside the indian context, the general public of the ecommerce sites paintings in a "drop-ship" model. This means that the online retailer doesn't bodily inventory the products, and instead relies on outside companies to without delay ship the merchandise to the consumer's domestic. In this case, it's far extraordinarily vital to set clear slas on how lengthy will it take the carriers to ship the orders. There need to be economic penalties constructed into the contracts if the carriers pass over the service tiers. Also, there ought to be penalties if the companies receive excessive bad evaluations from clients.

6. Price match guarantee

A rate fit guarantee (pmg) is a store policy that entitles a purchaser to a reimbursement of the difference between the store's asking rate and a competitor's rate. It cannot only help construct agree with with the customer; it can additionally assist reduce rate opposition throughout online stores. This

May additionally sound counter-intuitive it is one of the maximum mentioned examples in "sport concept" and it has helped retailers within the us to keep away from direct fee wars. Take for instance a company like circuit town that has a price healthy assure, which appears top to a purchaser. But that guarantee permits circuit town to rate higher fees considering that competitors might be discouraged from setting a lower charge that circuit metropolis most effective will fit while it ought to.

7. Well trained Call Centre

I recently called airtel customer support to feature blackberry provider to my cell smartphone. There has been an trouble with their computerized messaging gadget that turned into directing me to the incorrect group inside airtel. After calling 9 times, i gave up because every agent that i spoke to had the same scripted reaction that i need to name back once more and press choice 2. The point i'm making is that even though it is crucial to train the call center marketers around specific customer service issues, what is even more crucial is that the call middle dealers be taught to have properly problem-fixing skills, and they must be empowered to own the hassle resolution from stop to stop.

8. Fraud Protection

Not best have to a web store ensure that the right protection certificate are set up to deal with checkout-associated transactions, however the touchy purchaser and price facts also must be saved in an encrypted format. The messaging on the website online must suggest that the checkout system is absolutely relaxed. In addition, there are third-celebration fraud detection services to be had that assist flag probably fraudulent transactions based upon credit card usage pace and different parameters. Those offerings might not handiest assist lessen the credit card charge-backs for the outlets but will also improve the feel of safety and agree with with customers.

9. Proactive, timely communication

Are we there but? When you have long gone on a long force with kids, possibilities are which you were asked this question. It's far human nature to count on timely verbal exchange, in particular while they're watching for some thing that they have got already paid for. The retailers must make sure that each unmarried reputation replace at the order generates an alert for the consumer. Also, if the order waits in a particular nation for a time-frame longer than what turned into promised to the customer, an e-mail should be robotically sent to the customers to lead them to privy to the delay. If the postpone is longer than some days, the customer should be contacted via smartphone and requested for acclaim for the postpone or given an choice to cancel the order.

10. Charge only after order shipment

Clients feel an awful lot greater relaxed in the event that they know that they may most effective get charged once the order ships. Currently, quite a few outlets fee the consumer's credit card straight away whilst a purchaser location an order. However, they must keep in mind authorizing the amount at the time of order and best fee the cardboard as soon as the order ships. This will additionally limit any want to refund the amount returned to the consumer in case the order wishes to be canceled for any reason.

11. Self Service Capabilities

The more online self-provider competencies (e.g., order cancellation, modifications) shops can offer to the customers, it will no longer best assist lessen the call center expense but will also construct extra self-belief with the clients. Clients will feel greater on top of things because they wouldn't spend 10 mins with a call middle agent to give an explanation for the problem – rather, they are able to directly remedy the difficulty online.

12. Real-time inventory updates & safety stock

Stores should invest in constructing automatic capabilities that keep an up to date document of the way a lot inventory is available for all their products. Products ought to at once end up unavailable for buy from the website as quickly because the stock reaches under the safety stock. Canceling client orders due to lack of inventory is a state of affairs that each one outlets should avoid due to the fact this now not handiest frustrates the customers, it drops their self assurance in the store's potential to hold their promise. E-trade will see sizeable growth in india. But, the chasm between the early adopters of ecommerce and those who're waiting can simplest be crossed by way of building a sturdy stage of accept as true with with our clients – and triumphing them, one purchaser at a time.

The net travel industry has been using the growth in the b2c e-commerce enterprise, thanks to the entry of low-value airlines and an increase in on line bookings for railways and accommodations. With an growth in mobile subscribers throughout the u . S ., the digital

downloads segment is anticipated to be one of the primary members to the online non-travel enterprise within the destiny.

5.5 The Future of E-Commerce
E-Commerce is the future of shopping.

Hence, it'd be apt to cite "the future is right here. It's simply no longer extensively distributed yet"- william gibson the internet economic system will keep growing robustly; internet users could buy more products and purchase more frequently on line; both new and mounted corporations will reap profits online; and…

- **safer online payment systems**: because the net becomes a safer vicinity to transact, the amount spent via internet users online is sure to grow. Those frightened of divulging their credit card and financial institution details could be lively online customers. Net customers are predicted to buy excessive-stop merchandise like motors, assets, and home durables online.
- **customization of content and offerings**: because the net customers mature, the call for personalization will boom. The content would adopt the local flavors. Greater niches could be fashioned, seeking offerings made for them and content material that meets their necessities.
- **increasing user base**: going at the modern rate of boom inside the net users transacting online, the user base for e-commerce is predicted to upward thrust to amplify exponentially. A large portion of the internet populace is over the age of 35 years and is increasingly moving northwards as a way as buying electricity is concerned. The uncanny nature of this phase" to apply now and pay later" goes to play a critical component within the destiny increase of the manner of doing things will gain priority.
- **m-commerce**: currently e-trade is synonymous with computer and browser-based totally interaction. However, quickly, GPS-enabled mobile phones will rule online transactions. These days, online downloads to cellular phones are restrained to low-cost offerings like music downloads, picture message downloads, and ring tone downloads. However, as cellular customers get more acquainted with shopping for on-line, the purchase of excessive-involvement products is anticipated to upward thrust. Certain verticals like banking and finance, travel, enjoyment, and retail are probable to power the increase of m-commerce inside the u . S .. In the recent beyond, e-trade and its variations like m-commerce have yearned for the placement of being the maximum critical driving force of the net. They are continuously evolving and upgrading to make a client's e-spending experience hassle-free and noteworthy. But, to acquire that function, it needs to evoke its internal beauty – the simplicity and safety of the transaction..

5.6 E-commerce Solutions India
With the growth of e-commerce over the last few years, the quantity of e-enterprise solution carriers inside the industry has additionally grown appreciably, specifically in india. E-trade can be compared to a 24/7 open shop or a showroom catering to its clients and shoppers. Therefore, a number of renovation has to enter it. This is wherein the e-commerce answer carriers step in, take matters into their hands, spend time and similarly decorate your business. Conducting commercial enterprise on line may additionally sound very smooth as you keep away from a number of unwanted hassles but lots of abilties and innovation are required to maintain it going. E-commerce entails doing marketplace research, getting certified traffic, changing hits to commercial enterprise blessings, and the usage of the information to generate

new e-commerce from current customers. E-trade solution carriers in india with their in-intensity studies and skills will offer you with strategies and techniques to make your enterprise profitable. The first step for them might preferably be to understand your enterprise and necessities. The studies will comply with to find out the predicted marketplace potential, the fine key phrases, and phrases, opposition for keywords, search engine relevancy, and so forth.

The following step for an e-enterprise provider issuer might be to discover a manner to get the traveller to your internet site to take steps to gain your enterprise. This is carried out via knowledge the psyche of the visitor and developing an automatic internet site, attractive and consumer-pleasant for the visitor. Efficient e-commerce answer vendors will opt for net advertising to get extra visitors to visit your website. Launching a month-to-month e-newsletter on your customers is likewise a great idea. You could ship them updates about the new and the cutting-edge that has been delivered to the portfolio of products in your internet site. The launch of your internet site if required is also looked after by way of the e-commerce carrier providers. Web page control and advertising also are very critical. The content, pics, and format of a internet site must be constantly stepped forward and worked upon to keep up to date with the marketplace. Standard, your internet site have to be designed to draw first-time site visitors.

The usability and application elements must also be stored in mind. This can deliver them lower back to your website each time they plan to buy whatever.

The web of e-trade solution companies in india is sizable. They provide a number of e-commerce solutions and consulting offerings to help guide and help you at each step. Outsourcing e-commerce solutions will assist you store time and sources at the same time as you may cognizance on different important enterprise goals. A few e-commerce answer companies additionally provide bpo services that can be used for telemarketing and pass-selling to maximize income. E-trade answers are large assist for corporations nowadays. The needs and the expectancies of the quit-customers are excessive and so is the level of competition within the industry. E-trade answer carriers assist you streamline your procedure and cover all the gaps that could   have   long   past   unseen.

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EMERGENCE OF E-COMMERCE IN INDIA

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ABSTRACT

The purpose of this study is to present the current state of E-Commerce and to examine the current developments in E-Commerce. The study goes on to look at the important factors that influence the success of E-commerce business models. Objective: The study's goals are to: 1. comprehend the current state and developments of e-commerce; and 2. identify the important factors affecting the rising use of e-commerce. In today's commercial world, e-commerce is booming. Electronic commerce is referred to as e-commerce. E-commerce (Electronic commerce) entails the purchase and sale of goods and services, as well as the transmission of payments and data, over an electronic network, most commonly the Internet. Electronic commerce (E-commerce) is a paradigm change that affects both marketers and customers.

E-commerce, on the other hand, is more than just another technique to improve existing company operations. It is pioneering a complete transformation of the traditional business model. This huge shift in business paradigm is gaining traction all across the world, and India is no exception. environmental consequences Although the concept is widely employed in today's commercial environment, it has yet to be fully explored. undertaken to define the E-Commerce scenario and study the E-Commerce trends The study goes on to look at the important factors that influence the success of E-commerce business models and its growth in India over the years.

KEYWORDS

Ecommerce, Indian Market, Growth in India, Internet, E-commerce in India

INTRODUCTION

The definition of e-commerce is the electronic process by which individuals or organizations engage in a transaction, such as buying, selling, transferring and exchanging products, services and/or information (Turban), McLean and Weatherbe 2000). In a nutshell, e-commerce effectively removes the need to invest or spend huge amounts in physical infrastructure to develop a global presence, which has led to a revolution in the way business is done. conducted globally. ECommerce stands for e-commerce. This means trading in goods and services through electrical means and the Internet without the use of paper documents. A type of business model, or segment of a larger business model, that allows a business or individual to conduct business

over an electronic network, usually the Internet. E-commerce operates in four main market segments: business-to-business, business-to-consumer, consumer-to-consumer, and consumer-to-business. This can be considered as a more advanced form of shopping through the mail through the catalog. Almost any product or service can be offered through e-commerce, from books and music to financial services and airline tickets.

1.1 Evolution of Commerce

Trade has evolved over the centuries. Before the development of money, it was a simple "barter process" where anything could be exchanged, such as milk for cereal. The development of money brought with it the concept of the "market". In the market, trading is a function of the

1.2 E-Commerce in India

According to NASSCOM, despite the challenges/disruptions of COVID19, the Indian e-commerce market continues to grow 5%, with revenue expected to reach 56, US$6 billion in 2021... in India is expected to grow 31% to $32.70 billion in 2018, led by Flipkart, Amazon India and Paytm Mall.

1.2.1 Multi-Product E-Commerce

An e-commerce website is a platform that allows consumers to exchange goods and services online without limitations of time and distance. Unlimited merchandise, this e-commerce site offers product selection, product reviews based on images, descriptions, color options, size options, and easy payment gateway payments. easy. It is designed to provide personalized functionality. Customizable details for offers, contracts, and product prices make it the best B2B online store. It is designed to support website search by image and automated features. It contains easily accessible tools for feature comparison.

.1.2.2 Single-Product E-Commerce

Several business India portals/websites business in a specific sector, eg

The items can be studied by different regions of India as each region has its own style of crafting.
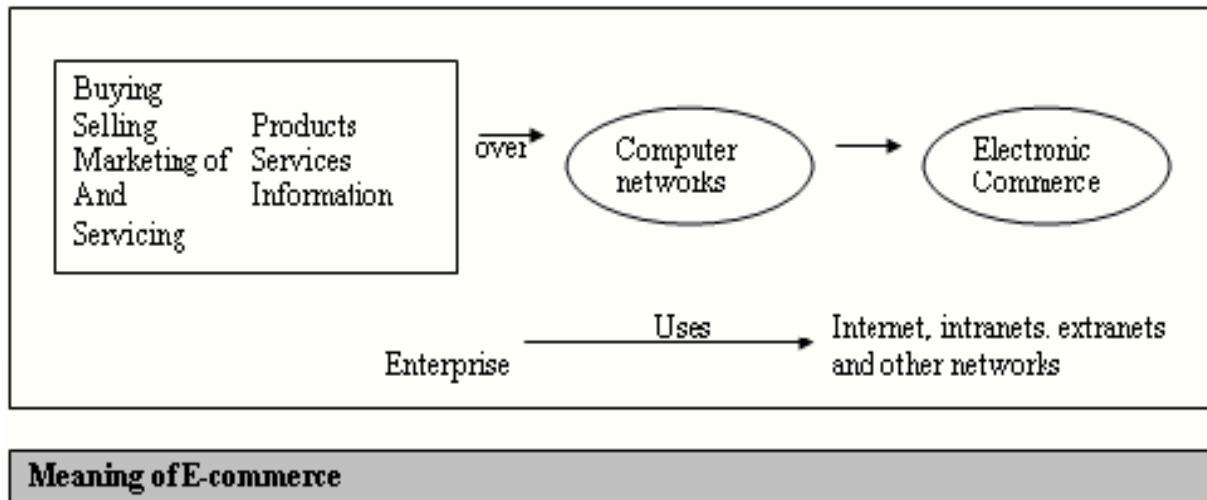
1.3 Needs

E-commerce is a huge part of the economy and is vital to businesses that sell their products or services online:

- It's covered in a large market
- Fast Response to consumer trends and market demand
- More opportunities to sell

LITERATURE REVIEW

Digital trade or e-commerce consists typically of the distributing, buying, promoting, advertising and marketing, and servicing of services or products over digital systems inclusive of the internet and other pc networks. The facts technology industry might see it as an electronic commercial enterprise utility aimed toward industrial transactions. It is able to involve digital funds switch, supply chain control, e-advertising and marketing, online marketing, online transaction processing, electronic facts interchange (EDI), automated inventory management structures, and automatic statistics series systems. It generally makes use of electronic communications technology consisting of the internet, extranets, electronic mail, e-books, databases, and mobile telephones.

Fig 2.1: Meaning of E-Commerce

2.1 Functions of Electronic Commerce

The four functions of e-commerce are:

- Communication
- Process management
- Service management
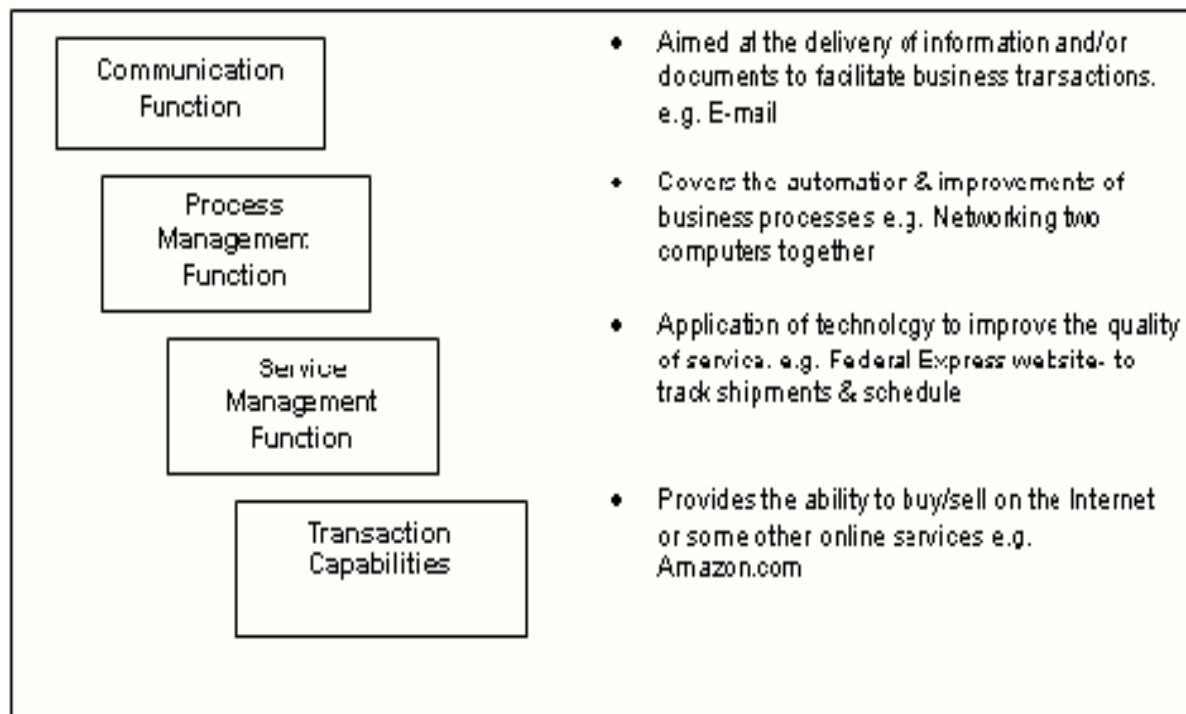
- Transaction capabilities

Fig 2.2: Functions of Electronic Commerce

2.2 Distinct Categories of E-Commerce

Four distinct categories of electronic commerce can be identified as follows:

Business-to-business (B2B): Commercial enterprise-to-business refers to the whole spectrum of e-trade that may arise among two businesses. Among other activities, b2b e-commerce consists of purchasing and procurement, supplier management, inventory control, channel control, sales activities, charge control, and carrier and aid. At the same time as we may be familiar with some b2b pioneers- e.g., chemdex (www.Chemdex.Com), speedy parts (www.Fastparts.Com), and lose markets (www.Freemarkets.Com) - a few different exciting new consortia are rising.

Business-to-Consumer (B2C): Business-to-Consumer e-commerce refers to exchanges between businesses and consumers, e.g., Amazon.com, Yahoo.com, and Schwab.com. Similar transactions that occur in business-to-business e-commerce also take place in the business-to-consumer context. For instance, as with smaller

business-to-business, transactions that relate to the back office of the customer (i.e., inventory management at the home) are often not tracked electronically. However, all customer-facing or front office activities are typically tracked. These include sales activities, consumer search, frequently asked questions, and service and support.

Consumer-to-Consumer (C2C): Consumer-to-Consumer exchanges involve transactions between and amongst purchasers. These exchanges might also or won't encompass third-[arty involvement as within the case of the auction alternate eBay. Other sports include advertisements (e.g., www.Numberoneclassifieds.Com), games (www.Warmth.Net) jobs (www.Monster.Com), and internet-based totally communication (www.Icq.Com), and private offerings (e.g., Yahoo! Personals, webpersonals.com).

Consumer-to-Business (C2B): Consumers can band together to form and gift themselves as a customer group to businesses in a purchaser-to-enterprise court. Those corporations can be economically encouraged as with the call for aggregator, mercata.com, or socially orientated as with cause-related advocacy at voxcap.Com.

RESEARCH METHODOLOGY

3.1 Introduction

Within the technology of economic liberalization and multiplied competition, the Indian industry is making an attempt to harness the era to reach accomplish its enterprise objectives. In doing so, it has centered on balancing the benefits provided by way of new technologies with the related risks breathing in one's enterprise relies upon on it. This has led to a race to be the first to be second in enforcing new technology with maximum groups anticipating their peers to discover new regions earlier than venturing into them.

The simple factors required for successful business engagement are converting swiftly. Pressures to economies, accelerate operations, and deliver superior provider is regular. One of the maximum visible, difficult, exciting, and sick-understood manners of responding to these pressures is using several electronic channels, mainly the internet and its offshoots.

3.2 Survey Methodology

The studies examined were conducted both number one as well significant table research for this file. Secondary data assets have been used to advantage a complete and in-intensity understanding of the e-trade market in India. Inputs related to the internet users in India, and section-wise customers of the internet in India, and so on. Have been taken from I cube 2006, syndicated studies fabricated from the technology group at imrb worldwide. Those annual syndicated set of reports on the net market in India are primarily based on a huge scale number one survey protecting 65,000 people across 26

Towns in India.

Facts from diverse published assets and other studies our bodies became also used to carry out a statistics validation take a look at and additionally to attain the very last numbers. Primary studies changed into carried out using in-depth interviews with big and medium-sized b2c and c2c e-commerce players. A detailed questionnaire was administered to the players from various verticals of the e-trade industry

Respondents had been required to categorize their organizations as belonging to:

* Manufacturing (MFG),

* Financial Services (FS),

* Computers & Communications (C&C), and

* Other Industries

DATA ANALYSIS & INTERPRETATION

4.1 Usage of E-Commerce in India – a Demand Side perspective

Since the introduction of e-trade, there had been debates about the destiny of its prospects in India. Wouldn't it be as a hit as its miles in the US or is it a mirage that draws many but gives nothing worthwhile? True sufficient; the players inside the online marketplace are still struggling to choose a successful business version. A maximum of them is settling for advertising and marketing models, hoping it might assist them damage even. However, to develop beyond, most people the sales desire to be generated from customers. Clients, on the other hand, have emerged as desire-spoilt. There is no dearth of services for them. They skip from one dealer to another searching for high-quality offers inside the standardized product marketplace.

In this phase, we would,

• cognizance of the use of e-commerce in India, and

• recognize the triggers and barriers to the web marketplace

E-Mail Chat Information Entertainment E-Commerce Internet Users: Key Activities

However, the interesting component is that out of the 13.2 million internet users across 26 cities protected in i-dice 2006, (syndicated research of e era organization @imrb worldwide),14.2% use the net to buy tour tickets; five.5% humans do on line buying, in particular products like books, plants, gifts, and so on. And 5% humans deal in shares and stocks thru the internet. Even though the percentage contribution of e-commerce is sort of the equal over time, however, the variety of net customers the use of e-commerce is growing hastily.

As a consequence, e-commerce is simply being adopted by means of internet users as a way to save. They may be buying a selection of merchandise online and travelling various web sites to shop for products. Given the price of growth in e-commerce users, the scale of the e-trade industry is predicted to attain INR 9210 crores at the give up of 2007-08, a big leap of 30% over the modern enterprise size.

4.2 Triggers and Barriers to the E-Commerce market in India

Similarly to the enterprise size, it is imperative to recognize the reasons behind the boom and motives hampering the growth e-trade industry inside US. This section elaborates on the triggers and obstacles that impact the adoption of e-commerce via internet customers we might begin with the aid of enlisting the triggers which inspire on-line buyers to buy merchandise online.

As glaring from the table above, time-saving is the foremost purpose that drives net users to store on-line. It's miles observed by way of the ease of anywhere, anytime purchasing on line. On-line shops do not have space constraints; as a result, a extensive kind of merchandise may be placed on display. Agencies can display an entire variety of products being presented by using them. This similarly allows the consumers to choose from a spread of models after comparing the appears, functions, and prices of the products on display.

To attract customers to store on line, e marketers are presenting terrific offers and discounts to clients. That is facilitated by means of the elimination of maintenance, actual-estate price of the vendor, and selling its products on-line. An perception into some of the issues said with the aid of customers even as buying thru the net will help us to have a more in-depth have a look at the issues which want to be addressed via the web community.

Top 6concerns while buying online	Rank
Not sure of product quality	1
Cannot bargain/Negotiate	2
Not sure of security of transactions /Credit card misuse	3
Need to touch and feel the product	4
Significant discounts are not there	5
Have to wait for delivery	6

Source: I-Cube 2006, a syndicated product of IMRB International

Table 4.2: Barriers to buying through the Internet

RESEARCH FINDINGS, SUGGESTIONS & CONCLUSIONS

5.1 E-COMMERCE IN INDIA

Statistics for Ecommerce in India

India's Top Retail Sites		
Site	**Total Unique Visitors (000)**	**% Reach**
Total Retail Sites	34,076	60.5
Amazon Sites	8,016	14.2
Flipkart	4,857	8.6
Apple Worldwide Sites	4,381	7.8
Myntra	3,959	7
Samsung Group	3,918	7
Naaptol	2,849	5.1
Alibaba Corporation	2,610	4.6
Homeshop18	2,438	4.3
Bookmyshow	2,370	4.2
Priceindia.in	2,367	4.2

Table 2: Top Retail Sites (Source ComScore Media Matrix, March 2021; Total Audience)

- Indian e-commerce marketplace hosted US$3 billion of transactions in 2011 (supply: iamai)

- Its miles forecast that extra than us$20 billion worth of transactions will be carried out online over the next five to seven years in India and 12-15% of the US of a's buying activities will circulate online. (Source: iamai)

- Atotalof9millionindianinternetuserscarriedoutonlinetransactionsin2011.This range is predicted to reach 38 million in 2015. (Source: avendus)

- Indians' b2c marketplace is predicted to develop at a cagr of 34.2% between now and 2015(supply: emarketer)

- Online retail sales will attain US$2.4 billion (apart from online tours) in 2012, with the variety of online shoppers in the United States expanding to 21.5 million (supply: emarketer)

- In November 2011, about 60% of Indian online users visited retail websites, with 7.6 million and 7.1 million users visiting coupon and client electronics websites respectively (source: ComScore)

What Indian Internet Users Buy Online			
Purchase	**% of Users**	**Purchase**	**% of Users**
Desktop Computer	8.98	**Laptop**	7.26
Portable Media Player	6.71	**Netbook**	2.97
Mobile Phone	16.39	**Blu Ray Player**	3.36
Flat Screen TV	7.49	**E-Book/E-Reader**	3.36
Games Console	5.46	**Beer**	9.52
DVD Player	7.81	**Wine/Spirits**	7.81
Satellite/Cable TV	7.34	**Sports Equipment**	9.6
Broadband/Hi-Speed Internet	10.07	**Clothes**	26.23
White Goods e.g. Fridge, Washing Machine	4.92	**Shoes**	16.86
Car/Automobile	4.68	**Travel, Tickets/Hotel**	17.02
Furniture/Home Equipment	6.24	**Music**	15.93
Holiday (India)	9.45	**Films**	17.25
Holiday (Abroad)	5	**Books**	20.22
Personal Items e.g. Watches/Handbags etc.	15.07	**Gift for Someone**	19.52
Financial Products	9.29	**Tablet Device**	3.74
None of the Above	26.7		

Table 3: Purchase (Source: Global Web Index)

5.2 Conclusion

From the survey, it is evident that the potential blessings provided via e-commerce are some distance from found out. The perception that trading on electronic channels can't make cash is challenged as incorrect, at least in the commercial enterprise-to-enterprise zone. There is also some expectation that, even though buying and selling on electronic channels might also take longer inside the purchaser quarter because of the trading limitations at the net, this, too, will quickly follow. Digital channels are forcing groups to re-assume important factors of the manner they're organized and do enterprise. E-trade raises essential strategic troubles and is accelerating trends in areas such as globalization, branding, customer service, and deliver chain. Markets are being transformed as obstacles to access are torn down. This survey suggests that the application of e-commerce and the net, in particular, extends beyond marketing to all components of the deliver chain. It also indicates that the technical components are not as critical as the integration of business methods and the resulting need to re-engineer them across the employer. However groups are approaching those developments piecemeal. If businesses are to make worthwhile use of e-commerce, then, its champions have to make their instances heard at the highest stages.

That is an possibility for the infotech and advertising and marketing departments to make their board privy to the impact of e-commerce now not just from the technical point of view, but also in phrases of its impact on the bottom line. In our opinion, only those agencies with an agency-wide initiative, funded from the middle or, as a minimum, on a joint mission basis between capabilities, with board approval, will turn out to be leaders in what's a swiftly converting environment. Senior management contributors who have earlier been responsible for the e-commerce initiative in their groups want to put together a compelling business case, detailing the possibly returns on investment and post it to the board. The rewards, each for the company and for the man or woman involved in shaping its model to the facts age, promise to be properly well worth the effort.

5.3 Recommendations

The maximum important aspect that is vital for developing ecommerce in india – believe. If we take a look at the indian context, i sense that there's a widespread loss of agree with between outlets and customers. Clients don't trust the outlets due to the fact they sense that they're either being overcharged or that they wouldn't be capable of get the correct level of customer service as soon as the sale is complete. Stores don't consider the customers because they sense that the customers will take each opportunity to misuse the go back or exchange rules. It's far my opinion that this fashionable loss of agree with is the number one barrier that is impeding the increase of ecommerce inside india. Here are a number of the practical strategies that on-line retailers can rent to enhance this degree of accept as true with and build an environment where clients feel safe in clicking that "proceed to checkout" button.

1. Customer reviews

These days clients are getting much less consideration in website advertising messages and turning into more motivated through tips from other humans. Consumers agree within a web store will grow if the retailer gives the capability to allow clients to share their positive in addition to poor evaluations approximately products or vendors. The secret is to not "slight" the poor opinions because allowing clients to post poor critiques, will decorate the credibility of the store as well as other evaluations. Any foul language needs to be moderated but any true problems with the products or companies need to be posted in conjunction with the high-quality reviews.

2. Clear shipping and delivery commitment

On the time of putting in merchandise on the market, clean transport and handling time ought to be associated with the product. This data need to be displayed always on all product pages so that customers' expectancies around the transport timeline can be set.

3. Analytics &Personalization

Despite the fact that personalized product tips and content material do no longer directly increase client trust, they do reveal to the consumer that the web retailer is making a good attempt in understanding the client's character wishes and is acting upon them. This implicitly improves the consolation degree that the store isn't always simply trying to sell products but is making an honest strive in constructing a relationship with the patron.

4. Operational Reporting & Dashboards

Online, stores must spend money on strong operational reports that offer alerts and metrics on orders which have a risk of lacking the service stage that was promised to the customers. If you have these days carried out an eCommerce platform, probabilities are that at times orders will get" stuck" in numerous states. Consequently, it is important to set up thresholds around how long ought orders to live in numerous states (which include "processing fee", "getting ready for cargo" and so forth.) and then construct computerized indicators while orders exceed those thresholds.

5. Vendor Penalties

Inside the Indian context, the general public of the eCommerce sites paintings in a "drop-ship" model. This means that the online retailer doesn't bodily inventory the products, and instead relies on outside companies to without delay ship the merchandise to the consumers domestic.

6. Price match guarantee

A rate fit guarantee (PMG) is a store policy that entitles a purchaser to a reimbursement of the difference between the store's asking rate and a competitor's rate. It cannot only help construct an agreement with the customer; it can additionally assist reduce the rate of opposition throughout online

stores. This may additionally sound counter-intuitive it is one of the maximum mentioned examples in the "sport concept" and it has helped retailers within the US to keep away from direct fee wars.

7. Well trained Call Centre

I recently called airtel customer support to feature blackberry provider to my cell smartphone. There has been trouble with their computerized messaging gadget that turned into directing me to the incorrect group inside airtel. After calling 9 times, I gave up because every agent that I spoke to had the same scripted reaction that I need to name back once more and press choice 2. The point I'm making is that even though it is crucial to train the call center marketers around specific customer service issues, what is even more crucial is that the call middle dealers be taught to have properly problem-fixing skills, and they must be empowered to own the hassle resolution from stop to stop.

8. Fraud Protection

Not best have to a web store to ensure that the right protection certificate are set up to deal with checkout-associated transactions, however, the touchy purchaser and price facts also must be saved in an encrypted format. The messaging on the website online must suggest that the checkout system is absolutely relaxed.

9. Proactive, timely communication

Are we there but? When you have long gone on a long force with kids, possibilities are which you were asked this question. It's far human nature to count on timely verbal exchange, in particular, while they're watching for something that they have got already paid for. The retailers must make sure that each unmarried reputation replace at the order generates an alert for the consumer.

10. Charge only after order shipment

Clients feel an awful lot greater relaxed in the event that they know that they may most effectively get charged once the order ships. Currently, quite a few outlets fee the consumer's credit card straight away whilst a purchaser location an order. However, they must keep in mind authorizing the amount at the time of order and best fee the cardboard as soon as the order ships. This will additionally limit any want to refund the amount returned to the consumer in case the order wishes to be canceled for any reason.

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