

E-COMMERCE IN INDIA

□ Dr. Anand A. Muley*
Prof. Payal G. Gupta**

ABSTRACT

E-commerce dates back to the invention of the very old notion of 'Sell and Buy'. Before 10 decade, Traditional method of commerce was used but now a day, India is a technological developing country. E-commerce become possible in 1991 when the Internet was opened to commercial use. E-commerce is a wider concept of study. Since that date thousands of businesses run at websites. Online shopping only possible when the internet was opened to the public in 1991. Main aim of the paper is to obtain quantitative describing the actuality of E-commerce in the case of the India in order to development of internet shopping and the paper build on the relevant secondary data. Also, the outcome of the study shows that the merits and demerits of e-commerce for the view point of customer as well as seller. Day-by-Day increase the uses of E-commerce. Difference between the traditional commerce and e-commerce in briefly. Analyze the progress of e-commerce in India. Government participate in e-commerce concept. Indirectly e-commerce business help to increase the National income in India.

Keywords : Commerce, Traditional Commerce, E-commerce, Merits and Demerits, Progress of e-commerce in India, Online Shopping.

Introduction of E-Commerce :

Commerce can best be described as buying and selling of goods and service over the Internet. This include both Business to Business (B2B) and Business to Customer (B2C) Transaction :-

B2B E-commerce : Business to Business electronic commerce is the sale of goods or services between businesses via an online sales portal. It is used to improve the efficiency and effectiveness of a company's sales efforts.

B2C E-commerce : Business to Consumer electronic commerce is used to describe a commerce transaction between a business and an end consumer.

In the e-commerce industry there is the adoption of technology because the people want to increase the standard of living. E-commerce is one of the source to help the people for increasing the standard of living. Day

by bay , increase the population in our country and most of the people use online website reasons that customers are buying and selling of products and services through using self smartphone, tablet. E-commerce is increasing in the customer behaviour because everyone across countries has the personal Smartphones and tablets. The increase in the global e-commerce is providing the website satisfaction to the customer. People are focused on various websites on the Social media so that there could be the focus on the new opportunities to customer. And other benefit is customer uses their Smartphones and tablets anywhere in anytime. They use online website for ordering goods and services instead go to the market and Save their precious Time.

E-commerce is a heart of the Internet. The rapidly growth of E-commerce in India is being driven by relater customer choice and it improved the help of online Buyer

*Assistant Professor - Department of Commerce, J. M. Patel Commerce, Art and Science College, Bhandara

**Department of Commerce - J. M. Patel Commerce, Art and Science College, Bhandara

and Seller who buy and sale the commodity or product and payment through debit card, credit card or electronic fund transfer payment. E-commerce is already spreading all areas of business customer services, new product development and design. E-commerce business is growing in India and Indirectly E-commerce help to government for developing Indian Economy.

Review of Literature :

- 1) International Journal of Marketing Financial Service & Management Research Feb. 2013 – Abhijit Mitra – The article entitled 'E-commerce in India: A Review. In this article an attempt is made to study has been undertaken to describe the present status and facilitators of E-commerce in India, Analyze the present trends of e-commerce in India and examine the barriers of E-commerce in India.
- 2) International Journal of Applied Research 5 October 2015- Rajendra Madhukar Sarode – The article entitled 'Future of E-commerce in India Challenges and Opportunities'.- In this article an attempt is made to study has been undertaken to describe the present status & future growth of e-commerce in India. Analyze the present trends of e-commerce in India & examine the challenges and opportunities of e-commerce in India.
- 3) International Journal of Development Research March 2016- Dr. Rajasekar and Sweta Agrawal – An Article entitled 'A Study on Impact of E-commerce on India's Commerce'. In this article an attempt is made to study has been undertaken to describe the types of e-commerce, snapshot of e-commerce Industry in India, digital penetration and internet penetration in Indian economy, Retail e-commerce sale in India and Government initiatives supporting the e-commerce growth in India.
- 4) International Research Journal of Management Science & Technology, Year 2018 - Dr. Anand Prakash- An Article entitled 'A Study on Impact of E-commerce on India's Commerce'.- In this article an attempt is made to study has been undertaken to describe key drivers in Indian e-commerce, A

timeline for the development of e-commerce, Growth of e-commerce in India and Challenges of E-commerce in India.

Research Methodology :

The research methodology comprises of the sources of data. The study is based on secondary data. Secondary data had been collected from various books & journals. The sources of documents included e-resource, websites.

Meaning of Commerce :

It means trade as well as the services of Transferring the goods produced in industries to the consumers. Commerce is concerned with the exchange of goods. Commerce involves buying and selling of goods, commerce has a wider meaning Commerce includes trade and aids to trade. i.e. Besides trade, it includes all those activities which help the expansion of trade. And today's world, e-commerce is one of the activity to increase the trade in the world.

There are two types of Commerce such as Traditional Commerce and Electronic Commerce.

Traditional Commerce :

Traditional Commerce began at the time of the barter system which was introduced in the early millions of the years ago. Traditional Commerce is a traditional approach to buy goods and services in person which involves face to face dealing. It includes instruction manual processing of traditional business transactions. In traditional commerce individual concerned in all stages of big business transactions.

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Merits of E-commerce :

- 1) Availability: Aside from outages or scheduled maintenance, e-commerce sites are available 24*7

allowing visitors to browse and online window shop at any time. Traditional business tend to open for a fixed clock time and may even close entirely on certain days.

- 2) **Speed of access:** Traditional Shoppers in a physical store can be slowed by crowds of people or customer, e-commerce sites run quickly, which is determined by compute and bandwidth considerations on both consumer device and e-commerce site product page and shopping page change in a few second. An e-commerce transaction can comprise a few click.
- 3) **Easy accessibility:** Customer shopping a physical store may have a difficult time because customer may not decide easily which shop or firm give the best quality product in reasonable price. But after a e-commerce invention, customers can easily check review of product in product page and select the product according to our choice and purchase it.
- 4) **Lower Cost:** Under e-commerce world, product are available in low price because e-commerce avoid the middle chain between producer to final customer. E-commerce site charge only few amount of shipping charges that why product's cost is lower.
- 5) **International reach:** Traditional businesses sell to customer who physically visit their shop or store. But e-commerce sell to customer E-commerce has the potential to extend a business customer base globally.
- 6) **Improved and better customer service:** Since there is a direct contact with the customers. Customer give the personal review after receiving product so it s easy to solve their queries regarding quantity, quality, price and other features of the product etc. thus resulting in a better improved customer service.
- 7) **Information sharing with the customer:** It is possible for buyers now to keep in touch with the seller's site. Find all information related product and take a quick purchase decisions. Customer also touch with e-commerce site, it's increase the knowledge of the customer about the products and

it's varied feature. Thus web is a source of dissemination of information for its customers.

- 8) **Advertising of goods and services:** E-commerce site is one of the tool for sale promotion from where not only firm gains but also the customers are benefited. A business firm can easily promote its product through the e-commerce site and give the all product information in product sites.
- 9) **Ensure secrecy:** The various security measures that are in built are used in e-commerce transactions to prevent any unauthorized access to information on the internet. These are encoding, encryption and passwords etc.
- 10) **Higher profit:** Number of commercial transactions costs are reduced i.e. paperless exchange goods and services, No manual handling of the transactions, easy payment from customers. Firm earn higher profit margin because business over the internet attracts number of customer from all over the world.

Demerits of E-commerce :

- 1) **Limited customer service:** If a customers have queries or issue related to product then they can solve their queries or issue to meet physical store owner and any other person related to physical store but in e-commerce store, customer service may be limited, site may only provide support during certain hours of the day or call to a customer care service.
- 2) **Not being able to touch or see:** While images on a website page can provide a good sense about a product but it's different from experiencing it directly. E-commerce can lead consumers to receive product that differ from their expectations which leads to returns. In some scenarios the customer bears the burden for the cost of shipping the returned item to the retailer.
- 3) **Security:** Skilled hackers can create authentic looking websites that claim to sell well-known product. Instead the site sends customers forfeit or imitation versions of those product or simply collects customers credit card information with the retailer to make future purchases easier. If the

retailer's site is hacked hackers may come into the possession of customers credit card information.

- 4) **Delivery time:** E-commerce is future contract type of market. Instant delivery of product is not available in e-commerce business. consumers may be reluctant to wait for the delivery of ordered goods for days/weeks if the same product can be collected immediately in physical outlets or stores.
- 5) **Poor internet connection:** E-commerce website run with the use of internet and all time, Sims company do not give same level internet speed. Due to low bandwidth connections, using the internet may be time consuming , and thus frustrating.
- 6) **Unsure about the quality:** One of the biggest problems with buying product online way is that customer will have no guarantee of a product's quality. Available reviews of product in product page is not always helpful to sure about the quality of product after purchase.

Progress of E-commerce in India :

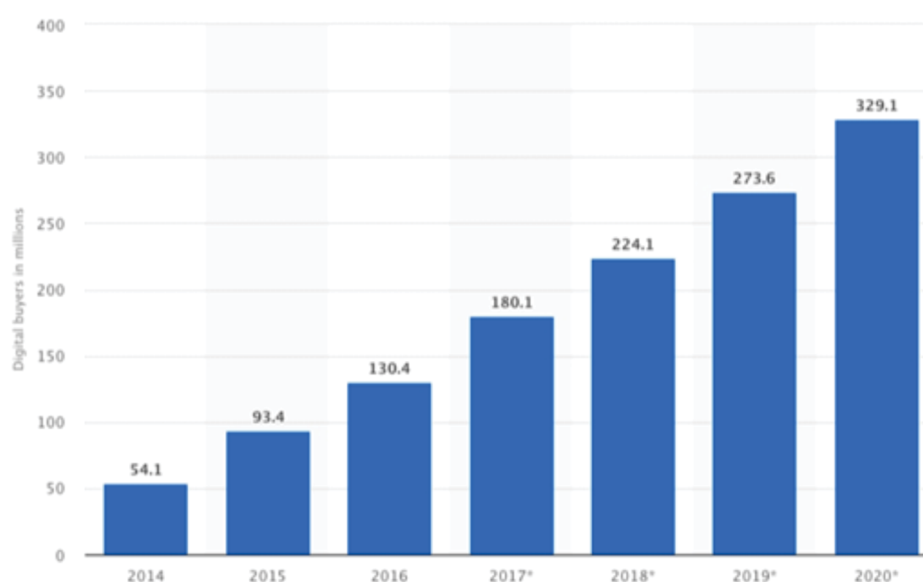
India has an internet users base country. Now 3G and 4G networks run in India that means the speed of network is fast and increasing the consumer wealth. Near about 40% to 50% population uses internet. The largest e-commerce in India were Flipkart, Amazon, Mytra, Paytm

and Snapdeal. All E-commerce company progress day-to-day. India's government has provided the e-commerce sector in India the unique opportunity to companies connect with their customers. Since 2014 Indian government launched few initiative namely Digital India, Make in India and Start-up India, This initiatives also encourage to promoter, organiser and customer for using the e-commerce. With the help of e-commerce business companies sale turnover are increasing day-by-day. Companies earn more and more profit margin as results National Income of India is increased.

The e-commerce has transformed the way business is done in India. The Indian e-commerce market is expected to grow to US \$ 200 billion by 2016 from US \$ 38.5 billion as of 2017. India's E-commerce revenue is expected to jump from US \$ 39 billion in 2017 to US \$ 120 billion in 2020 growing at an annual rate of 51 percent, the highest in the world.

As per Statista, India had Around 224 million digital buyers in 2018 and Around 273.6 million digital buyer in 2019, which will rise to 329 million by 2020. Which is a highly rapid rise rate. According to following graph number of online buyer increases every years. Expect that number of online buyer will rise in following years also.

Number of Online Buyer in India from 2014 to 2020



Conclusion :

After taking a complete view of e-commerce its merits and demerits and its progress e-commerce in India. It can be seen that e-commerce is emerging as an important tool for the overall growth of an economy for a country like India. It is extremely important to go on with the changing environmental conditions in order to survive in the competitive market with a rapidly growing penetration internet is offering attractive options for the retailers to expand. Government has also taken various steps for the development of digital system in India. After these study we know that importance of e-commerce in India. Indirectly e-commerce world help to government for increasing the National income in India. E-commerce is not only useful or beneficial for firms but also customers.

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