

Emerging role of E-Commerce in India

Mr. Umesh Kumar¹, Mr. Rajkumar Singh², Mrs. Garima Rathaur³

¹ Management Department, TMU University, Moradabad

² Management Department, TMU University, Moradabad

³ Pharmacy Department, TMU University, Moradabad

¹umesh.chaudhry451@gmail.com

²rajkumarsingh001@gmail.com

³rathaurg@gmail.com

Abstract— The E-Commerce market is rapidly growing in Asia as well as worldwide. There are many players who made a good start ups in E-Commerce. Success of an organization depends on the understanding of the market and types of features given. This paper gives an overview of the future of E-Commerce in India and discusses the future growth segments in Indian E-Commerce and discusses the facts and factors which will be the base of the future E-Commerce market. There are various opportunities for retailers, wholesalers, producers and for people. In this paper we found that overall E-Commerce market has very much chance of growth and development in India.

Keywords— E-commerce, customer & consumer, business and government

I. INTRODUCTION

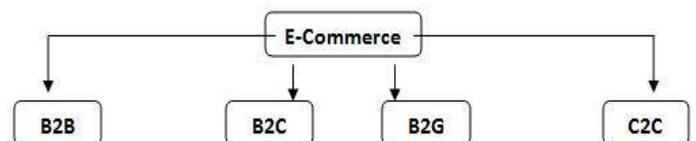
The E-Commerce market in India is growing and developing dramatically. Now, market has matured and new players have entered the market. Today E-Commerce market is basically of B2C (Business to Customers) approach. Shifting to online purchasing from traditional purchasing is taking a long time in the Indian market. As new things takes time to be accepted in India. We found that people have tendency to remain same condition in which they are so E-

Commerce is a wide market with great scope today but very much less in front of traditional offline market.

II. CONCEPTS AND DEFINITIONS

Electronic Commerce (E-Commerce) sounds basically trading of goods and services on electronic platform mainly internet. Here, parties (buyer, sellers) interact electronically rather than by direct face-to-face or physically contact. And more complete definition is: E-Commerce is the use of electronic communication and digital information processing technology in business transaction to create, transform and re-defined relationships for value creation between or among organizations and between organization and individuals.

Different types of e-commerce



B2B- Business to business

B2C- Business to customer

B2G- Business to government

C2C- Customer to customer

III. E-COMMERCE IN INDIA

As India is a developing country as well as second most populated country in Asia so these factors creates a great opportunity for E-Commerce market. Firstly, to make a shift of purchasing from traditional market to online market many companies penetrate the market by giving lot of discounts. And it is also believed that low cost PC's and the “Smartphone's” one of the key of success of E-Commerce market. And one of the most important thing is internet connection the base of E-Commerce. And if we see and compare last year then we can conclude that internet users and availability, speed, services and competition between telecom operators is increasing very fast. These things fuel the E-Commerce market to grow and capture the market. The first E-Commerce site in India was rediff.com. The past two years have seen arise in the number of companies in enabling E-Commerce technologies and the internet in India. The web communities built around these portal sites with content have been effectively targeted to sell everything from as computer and its peripherals, electronics, wearable, clothing, sports utilities and everything we use in our daily life even grocery, bakery items, books, etc. and not only new goods of firm sell their goods here customer to customer buy and sell is also their and they are performing great job such as OLX and quicker and car trade.com etc.

IV. FUTURE OF E-COMMERCE IN INDIA

India is developing rapidly and if we measure the development then E-Commerce also plays great role. Internet user in India is more than 100 million which is much less than some developed countries account to population. But still large percentage of internet user is purchasing from E-Commerce market. And many sellers feel that they should move from online selling. Even smaller shopkeeper and manufacturers have platform to sell their product online as flipkart invites the small manufacturers to sell their product online to the application of flipkart. As both manufacturers and traders are moving for E-Commerce due to its wide scope

and fastest medium to penetrate the market with great variety of products. And customers shift to the E-Commerce due to the following reasons- rising standards of living, availability of wider product range, reduced price and busy lifestyle, gift vouchers, more choices, user friendly interaction, full description of products, price comparison, alternatives, both new and both products available, easy to discover and search and many more factors attract customers to buy online.

Certain unique attributes of the E-Commerce industry in India such as cash on delivery mode of payment and direct imports that lower cost and special offers and seasonal sale, festive offers and some lucky draw gifts and vouchers, etc. with wide variety of product range.

V. ESSENTIAL FACTORS FOR GROWTH OF E-COMMERCE IN INDIA

1. Customer Convenience: By providing cash on delivery.
2. Replacement guarantee: Should be offer one week to four week replacement guarantee to customers.
3. Reach: Increase availability in B and C class cities also as they also contain great opportunity.
4. Location based services: Promoting the right product at the right time and location becomes an integral aspect.
5. Right Content: Content provided by the E-Commerce sites should be relevant and accurate.
6. Genuine Rating: Rating of product should be genuine and according to the number of product sold or user reviews given in the form of feedback.
7. Price Comparison: Price Comparison attracts the customers especially in India where price conscious customers are more.
8. Shipment Option: First preference should be free delivery which will attract customers more.
9. Logistical Challenges: Time between order given and delivery must be reduced and one new fast or emergency delivery special delivery option can be

introduces to attract those customers who want their product immediately.

10. UI (User Interface): Lot of application and websites introduced so user cannot have all those and may confuse it to which he prefer so there must be a platform which is easily available and comfortable to customer and differentiate from other and superior manner.
11. Quality: Quality must be same as in portal.
12. Customer Care: Lot of issues arises with the expansion of business so there must be appropriate services and help center to sort out those problems in time.
13. Stores: New stores can be there for customer's interaction or any vendor or manufacturer can talk and deal face to face. It can be at same place from where all logistics are handled. This will generate believe in customers.

VI. CONCLUSION

The future of E-Commerce is difficult to predict. There are various segments which will grow in future like groceries, bakery, electronics, travel and tourism, clothing, kitchen wares and daily use products. As we talk earlier about the opportunity for retailers as well as wholesalers, distributors, manufacturers and people also. E-Commerce will also provide a lot of employment with services. Many big players are earning lot and selling many products but still there are lot of chances for improvement in E-Commerce market and have lot of potential to grow and develop and wide variety of scope.

VII. REFERENCES

- Kaur Pradeep and Dr. Joshi Mukesh, E-Commerce in India: *A Review, IJCST* Vol. 3, issue 1, 2012.
- Kaur, Ramneet, E-Commerce in India, *Asian journal of research in business economics and management*, vol. 2, issue 6, 2012
- Sharma Shweta, Mittal, Sugandha, “Prospects of E-Commerce in India”.
- Turban, E., Lee, J., King, D., & Chung, H. (2002). *Electronic commerce: A managerial perspective*, NJ, Prentice Hall P4
- Rosen, Anita, the E-commerce Question and Answer Book (USA: American Management Association, 2000), 5.
- Leymann, F., D. Roller, and M. T. Schmidt, “Web Services and Business Process Management,” *IBM Systems Journal*, Vol. 41, No. 2, 2002.
- Willcocks, L. and G. Fitzgerald, “Market as an Opportunity? Case Studies in Outsourcing Information Technology and Services,” *Journal of Strategic Information Systems*, 2, pp. 223-242, 1993.
- T. S. H. Teo, “Usage and effectiveness of online marketing tools among Business-to-Consumer”, B2C, firms in Singapore, *International Journal of Information Management*, vol. 25, (2005), pp. 203-213.
- G. T. Waghmare, “E-commerce; A Business Review and Future Prospects in Indian Business”, *Internet Marketing in India: Indian Streams Research Journal*, vol. 2, no. IV, (2012), pp. 1-4.

Websites:

- E-Commerce guides.com
- www.business.com
- E-Commerce Guide.Com
- E-Commerce Times
- www.business.com
- www.forrester.com

