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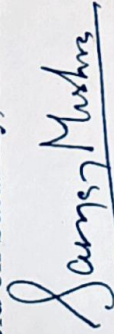
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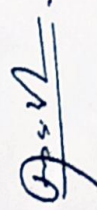
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This is to certify that **PROF. PRASHANT SIDDHARTH KADAM** of Sonopant Dandekar Arts, V. S. Apte Commerce, And **M. H. Mehta Science College** has presented the Research Paper **Title: “THE REVIEW OF GROWING ELECTRONIC RETAILING (E-TAILING) BUSINESS IN INDIA”** in One Day National Level Multidisciplinary

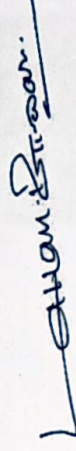
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Prof. Prashant Siddharth Kadam

Department of Accountancy, Sonopant Dandekar Arts, V. S. Apte Commerce and M. H. Mehta Science College, Palghar

ABSTRACT
According to India brand equity foundation (IBEF) Indian e-retailing business will reach US \$ 99 billion by the year 2024. Variety of quality products, pricing strategy, payment option, quality internet with smartphones is responsible to change buying habit of Indian people. time saving Attractive -design, professional presentation with technical information of e-commerce business websites forces Indian people to buy goods which is not possible when offline shopping. In this paper I have to review factors which influence growth in E-retailing business. to relative study about National and international e-commerce companies with their products, customers, revenues.

INTRODUCTION
Sales of goods and services online means internet is called as "E-tailing" or "electronic retailing". E-tailing includes sales of goods and services business to business (B2B) and business to consumer (B2C). under e-tailing, companies required to developed "retailing business model" on fully loaded custom websites including build up distribution channels such as internet webpage, warehouses, transportation, shipping centre, strong distribution channels. Online shopping become most popular amongst all people as its convenient, time saving, money saving. There are two categories of e-tailing industry namely multi-category retailers and focused category retailer. Multi category E-retailer offer variety of product, the e-retailer like flipkart, amazon, Myntra, Jabong, snap deal, e-bay and so on. Focused category e-retailer like big basket, first cry, peper fry, fab furnished and so on.

New format, differentiate strategies, new entrance, greater brand recognition, fulfilment for need of modern shopping environment, reduction in multiplicity of taxes, good infrastructure and revolution in internet services are the key trends to expand and developed e-tailing business in India. the customers attract E-retailing because of higher convenience, higher discount and variety of quality of product's-tailing business expected to increase \$60 to \$70 billion in next five years because huge investment in network infrastructure, increase in sales on smartphones around 700 million in year 2020 and lower cost of connectivity and improved quality, new channels of payment system and improved logistic infrastructure.

OBJECTIVES OF THE STUDY

To study various factors leads to grow electronic business in India and to study top e-retailing companies in India.

Source of data

The information for the paper has taken from various e-commerce websites, online paper and online journal. The paper is based on secondary data.

FACTOR AFFECTING E-TAIL GROWTH IN INDIA

1. Uniform GST

The state wise VAT differentiation has created many disputes amongst e-commerce industry. New goods and service tax (TAX) policy, made uniformity and simplified tax structure in India. this will result same product and services easily access market throughout India at same cost without paying different taxes in various states, hence it is possible to e-commerce players to earned profit at same rate on product and services.

2. Participating of NICH companies in online trading

e-retailing is emerging new market place for new generation in India. number of national and international companies' brand, number of customers, value of transaction is growing rapidly, Higher level of customization and changing customers' needs and wants as well as mobile application with strong network facility e-retailer easily collect information about customers shopping habits. This will result, e-retails companies target the customers' needs and wants and introduce them according to customers' demand. People also like to visits the sites NICH companies as variety and quality product available the lowest cost

3. Localisation of internet

It is estimated that around 1.1 billion Indian subscribers of internet till year 2030, this figure as per world economic forum (WEF) report. Currently about 776.45 million Indian subscribers of internet. Around 60% rural

and 90% urban population access internet in India. around 500 million smartphones users in India. smartphone in hand with quality internet people are crazy about shopping on mobile. As result, e-tailing business now fastest growing in India.

4. Increase population in cities

In 1901, population in urban areas is 11% India its crease to 38% in 2020 as per census. Arounds 52 crores people lived in cities. Increase in human resources in urban areas leads to demand and supply of products and services also increase, at the same time people income also increase. Increase in income leads to more demand of variety of customised products, to fulfils this demand r-retailor introduces many discount, variety of product, marketing strategies, payment option many more. educated buyers compare, verify product quality and price, observe after sell service of e-retailor companies according to that they give preference to buy from online.

5. Social media

Around 376.1 million people use social media like Facebook, what's APP, twitter, Facebook, Instagram, YouTube, snap chat. Around 250 million active users of Facebook in India. on an average, one Indian spend 2hours and 30 minutes on social media. Due to such reasons all e-retailors choose social media for advertisement. Such advertisement on social media attracts youngster as well new user to visit website and buy the products.

6. Mobile e-trading software

Mobile now perform as Electronic trading platform or online trading platform. Now all the production companies and services company including some small retail shopkeeper have their own mobile application. This mobile application is easy to operate. almost all information about product and service attractively presented on application which is not possible to companies at offline or physically.

7. Payment option

Debit card, credit card, PayPal, Paytm, PayUMoney, Pocket, Google Pay, Samsung Pay, Skrill, cheque, Payoneer, mobikwik, payzap, QR codes scans these are most payments adopted by Indian people. It helps e-retailors for business payment and receipts on websites. Now a days e-businessman provides many discounts on by choosing payments methods also. so, these cashless transaction and transparency in payment one of the main reasons, to grow e-tailing business in India.

MOST VISITED E-TAILORS IN INDIA

Retail business is typically different in India as compare to other countries in world. in India people buying habits are different according to their region, religion, beliefs, traditions, occasion and festivals. This differentiation creates huge demand in market. now people are searching and observe products online and offline also. Many new entrepreneurs trying to fulfil these demands offline and online also. These are some E-tailing companies websites visited by Indian people for trading.

1. Amazon

Amazon.com, incorporation was found by jeff Bezos on 5th July 1994 at Washington, united states. Amazon.com is multinational company focuses on E-commerce, artificial intelligence, cloud storage, digital streaming. Amazon was launch in India in the year 2013. Amazon facilitates online shopping of top brands mobiles, electronics products, books, watches, fashionable clothes, apparel, shoes, laptop, e-gift cards. Free shipping, pay on delivery, vast selection of best quality product, easy return, 100% purchase protection due to these facilities' Indian gives first preferences to amazon for online shopping. "Amazon pay" online payment processing services is best payment option for e-commerce seller owned by amazon which is introduce in India in the year 2019. Amazon offered 160 million products online as "one stop shop".

2. Flipkart

in 2007 Sachin Bansal and binny Bansal found the E-Commerce company which name is "Flipkart". Flipkart is an Indian E-Commerce company which headquarter in Karnataka and Bengaluru, India. Flipkart 77% shares own by Walmart, 4.70% share own by tiger global management, 1.3% share own by Microsoft and 1.1% share own by accel. MYNTRA, JUBONG.COM, PHONE PE, EKART, JEEVES, 2GUD, CREARTRIP these are subsidiaries companies of Flipkart. Flipkart has around US \$ 6.1 billion turnover. Flipkart has capture around 40 % market of E-Commerce industry in India. Flipkart offered product for online shopping like electronics, lifestyle products, groceries, apparel, laptop, mobiles, shoes, books and so on. More than 100 million registered users of Flipkart buy variety of products online.

Based on unified payment services FLIPKART introduce PHONE PE mobile payment application for the smooth payment system. Around 280 million people India use PHONE PE mobile payment application for the

payment of electricity bill, mobile recharge, credit card bills, loan repayments, education fees, broadband bills. is useful for online donation to child welfare, cancer care.

eBay.in

eBay incorporation another multinational e-commerce corporation of united states. eBay facilitates business to consumer, consumer to consumer buy and sales on websites. eBay facilitates online shopping of electronics products, classic cars, motorcycle collectibles, cloths, home accessories at discounted price in around 30 countries in the world. eBay has more than 182 million users worldwide out of that around more than 2million customers in India. The eBay incorporation has revenue 1027.1 crore us\$ in year 2020. Auction company, eBay Classifieds, Gittigidiyor, Kijiji, G-market, gumtree, Qoo10.jp, marktplaats.nl, half.com, stub hub, eBayPal.

Snapdeal

Ratan bahl and Rohit Bansal the alumni of Indian institute of technology (IIT) Delhi open e-commerce company in February 2010 name is "Snapdeal". Snapdeal one of the top e-commerce Indian company in world. Snapdeal headquarter located at Delhi. Snapdeal is India's largest online markets place offered more than 60 million products of 800 categories from regional, national, international brands and seller. Around 30,000 sellers of Snapdeal delivered their products to more than 6000 town and cities in India. Mr. Ratan Tata, Alibaba, BlackRock, SoftBank, Temasek, eBay Inc., Foxconn, Intel Capital, Bessemer Venture Partners, Premji Invest are the investors of Snapdeal. Snapdeal is online marketplace where users can buy online products like tablet and accessories, camera accessories, appliances, men's clothing, jewellery, mobile accessories, TV audio and video, beauty and personal care, kitchenware, women's ethnic wear, books, furniture, laptop, nutrition's and supplements, women western wear.

Myntra

Myntra is an associate's company of flipkart. Myntra originated Indian e-commerce company which is established by Mukesh bansal, Ashutosh lawania, Vineet saxena in the year 2007. In the year 2014, Myntra was acquired by flipkart. Myntra basically focus on fashionable lifestyle of men's, women's and kids. Around 3.5 million customers do online shopping from Myntra websites. Myntra offered more than 1,50,000 products of 1000 brands for men, women's, and kids. Myntra suffered huge losses till year 2019. After increase in sales of smartphone and strong internet connectivity Indian customers started more surfing on internet for shopping which benefited to Myntra sales. Myntra sales fashionable men's top wear, bottom wear, footwear, sports and active wear, fashion accessories; women's Indian and fusion wear, western wear, electronic gadgets, jewellery; kids boys clothing, girl's clothing's, kids' accessories and home & living appliances.

IndiaMART

Indiamart intermesh limited engaged in e-commerce business since 1996. This company facilitates business to business, business to consumers, consumer to consumer sales services via its web portal. Indiamart portal developed by the Dinesh Agrawal and Brijesh Agrawal to connect Indian manufacturer to buyer in the year 1996. The company had 8.27 crore registered buyer and 55 lakhs registered supplier in India. the company expected to maintain annual growth rate 29% in next two years. company had more than 400 crore revenue turnovers. Since last 10 years indiamart is largest e-commerce platform for business to capture 60% of market place. Indiamart handle over 97,000 categories product ranging medical equipment, , food and beverages, industrial plant and machineries, industrial supplies, building and construction, apparel and garments, electronics and electrical, packaging machines and goods, chemicals, dyes and solvents, mechanical parts and spares, lab instruments and supplies, furniture and supplies, automobile part and spares, agriculture and farming and so on.

CONCLUSION

E-retailing business in India one of most growing sector in India which turnover expected to reach 100 billion dollars in year 2020. Increase in use of smart phones and strong internet connectivity has made Indian people accustomed to shopping online, this is biggest opportunity to Indian traders to run your business online. Attractive business to consumer e-commerce websites, right revenue model, quality product and after sales service these are essential components of electronic retailing business. Infrastructure development, quality of connectivity, increase in rate of education and advertisement on social media attracts almost all group of people in urban as well as in rural areas to visits websites, compare the price, variety of quality products increase turnover almost all the e-tailing companies in India.

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