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20 Present Status of E-Commerce in India

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Abstract

Businesses have been traditionally advised to adopt information and communication technologies (ICT) so as to support the achievement of their objectives. Ecommerce is said to bring about paradigm shift in the world for trading. Backed by increased online user base & mobile phone presentation, Indian e-commerce has seen impressive growth in the last few years. India's overall retail opportunity is substantial; the sector is beset with some serious challenges.

The present study has been undertaken to describe the present status of e-commerce in India. Analyze the present trends of e-commerce in India & examine the challenges & opportunities of E-commerce in India.

Keywords: E-commerce, Online retail, Increasing internet users.

Introduction

E-commerce is a transaction of buying or selling online. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain engagement, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. It involves the use of Information and Communication Technology (ICT) and Electronic Funds Transfer (EFT) in making commerce between consumers and organizations, organization and organization or consumer and consumer. With the growing use of internet worldwide, Electronic Data Interchange (EDI) has also increased in humungous amounts and so has flourished e-commerce with the prolific virtual internet bazaar inside the digital world which is righty termed as e-malls. We now have access to almost every knick-knack of our daily lives at competitive prices on the internet. No matter one is educated or illiterate, an urbane or a countryman, in India or in U.K; all you need is an internet connection and a green bank account. With e-commerce then, you can buy almost anything you wish for without actually touching the product physically and inquiring the salesman n number of times before placing

the final order. Here is a beautiful picture depicting how has human life evolved to adapt to the digital world and hence trading over the internet.

Definition

Daniel Minoli and Emma Minoli gave their view of Internet-based commerce as follows: "This revolution is known as electronic commerce, which is any purchasing or selling through an electronic communications medium. Internet-based commerce, in general, and Web-based commerce, in particular, is important sub-disciplines of electronic commerce. it is the symbiotic integration of communications, data management, and security capabilities to allow business applications within different organizations to automatically exchange information related to the sale of goods and services."

Objectives of Study

The objectives of present study are:

1. To analyze the challenges and opportunities of e-commerce in India.
2. To examine the various barriers of e-commerce in India.
3. To find out the growth rate of e-commerce in India.

Research Methodology

The Process used to collect information & data for the purpose of finding E-commerce opportunities and challenges. The researcher has used only secondary data that has been collected from various articles, journals, books, websites etc. It has been used to study the evaluation, conceptual framework, definition, key players, opportunities, challenges of e-commerce etc. All the data included is the secondary base & proper references have been given wherever necessary.

Advantages of E-commerce

To Consumers

- 24x7 supports. Customer can do transactions for the product or enquiry about any product/services provided by a company anytime, anywhere from any location. Here 24x7 refers to 24 hours of each Seven days of a week.
- E-Commerce application provides user more options and quicker delivery of products.
- Consumers have a much wider choice available on the cyber market. They bear lower costs for Products due to increased online competition among sellers.
- E-Commerce increases competition among the organizations and as result organizations provides substantial discounts to customers.

- They enjoy saving in shopping time and money.
- Consumers also avail of fast services and delivery of products and services.
- They also have the convenience of having their orders delivered right to the door step.
- Finally, consumers are driven to e-shopping in hordes as even branded goods cost less on the Net.

To Organizations

- E-commerce improves the brand image of the company.
- E-commerce helps organization to provide better customer services.
- E-Commerce reduces paper work a lot.
- E-Commerce increased the productivity of the organization. It supports "pull" type supply management. In "pull" type supply management, a business process starts when a request comes from a customer and it uses just-in-time manufacturing way.
- E-Commerce helps organization to reduce the cost to create process, distribute, retrieve and manage the paper based information by digitizing the information.

To Society

- E-Commerce helps reducing cost of products so less fortunate people can also afford the products.
- E-Commerce has enabled access to services and products to rural areas as well, which are otherwise not available to them.
- E-Commerce helps government to deliver public services like health care, education, social services at reduced cost and in improved way.

Disadvantages of E- commerce

- Any one, good or bad, can easily start a business. And there are many bad sites which eat up customers' money. There is no guarantee of product quality.
- Mechanical failures can cause unpredictable effects on the total processes.
- Sometimes, it becomes difficult to integrate E-Commerce software or website with the existing application or databases.
- Lack of touch or feel of products during online shopping.
- E-Commerce applications are still evolving and changing rapidly.
- Internet access is still not cheaper and is inconvenient to use for many potential customers like one living in remote villages.
- E-commerce does not allow you to experience the product before purchase.

Types of E-Commerce:

Some of the major types of e-commerce include the following:

- Business-to-business (B2B);
- Business-to-consumer (B2C);
- Business-to-government (B2G);
- Consumer-to-consumer (C2C);
- Mobile commerce (m-commerce).

B2B E-Commerce:

B2B e-commerce is simply defined as e-commerce between companies and involves companies conducting e-procurement, supply chain management, network alliances, and negotiating purchase transactions over the internet. Businesses use e-commerce to lower transaction costs of conducting business and to make savings in terms of time and effort when conducting business. Being the largest category of ecommerce, it is expected by most of the experts that B2B e-commerce will continue to grow faster than the B2C segment. (www.londoninternational.ac.uk, 2011) 5

B2C e-commerce:

Business-to-consumer e-commerce, or commerce between companies and consumers, involves customers gathering information; purchasing physical goods i.e., tangibles such as books or consumer products or information goods or goods of electronic material or digitized content, such as software, or e-books and receiving products over an electronic network. It is the second largest and the earliest form of e-commerce. Its origins can be traced to online retailing (or e-tailing). Thus, the more common B2C business models are the online retailing companies such as Amazon.com, Drugstore.com, Beyond.com, Barnes and Noble and Toys Rus.

C2C E-Commerce:

Consumer-to-consumer e-commerce or C2C is simply commerce between private individuals or consumers. Being characterized by the growth of electronic market-places and online auctions, particularly in case of vertical industries where firms/businesses can bid for what They want from among multiple suppliers, it perhaps has the greatest potential for developing new markets. This type of e-commerce comes in at least three forms:

- Auctions facilitated at a portal, such as eBay, which allows online real-time bidding on items being sold in the Web;

- Peer-to-peer systems, such as the Napster model (a protocol for sharing files between users used by chat forums similar to IRC) and other file exchange and later money exchange models; and later money exchange models; and
- Classified ads at portal sites such as Excite Classifieds and wanted (an interactive, online marketplace where buyers and sellers can negotiate and which features "Buyer Leads & Want Ads"). (Andam, Z.R.; 2003)

B2G E-Commerce:

Business-to-government e-commerce or B2G is generally defined as commerce between companies and the public sector. It refers to the use of the Internet for public procurement, licensing procedures, and other government-related operations. This kind of e-commerce has two features: first, the public sector assumes a pilot/leading role in establishing e-commerce; and second, it is assumed that the public sector has the greatest need for making its procurement system more effective. Web-based purchasing policies increase the transparency of the procurement process (and reduce the risk of irregularities). To date, however, the size of the B2G ecommerce market as a component of total e-commerce is insignificant, as government e-procurement systems remain undeveloped. (Andam, Z.R.; 2003) The table below provides a summary of the different e-commerce categories.

Table 1: Summary of the different e-commerce categories

Category	Description	Example
Business-to-business (B2B)	Businesses sell products or services to other businesses.	Grainger.com sells industrial supplies to large and small businesses through its website.
Business-to-consumer (B2C)	Businesses sell products or services to individual consumers	Tesco.com sell merchandise to consumers through its website.
Consumer-to-consumer (C2C)	Participants in an online marketplace can buy and sell goods to each other. As businesses also utilize this type, it can be considered a type of B2C e-commerce	E-Bay is an online commercial market place, often using an auction system.
Business-to-government (B2G)	Businesses sell goods or services to governments and government agencies. Can also be considered as part of B2C e-commerce.	CAL-Buy portal for businesses that want to sell online to the State of California.

Opportunities of E-commerce

1. Shopping Will Become More Seamless across Online, Mobile, and In-store Experiences:

2016 will be a year of continued integration between online, mobile, and in-store shopping experiences. For instance, it's conceivable that consumers will soon be able to open the Uber app, search for a movie, buy the ticket, and queue up an Uber driver to arrive at their door to take them to the theater at the time they select — all in one transaction.

2. Small Retailers Will Dominate the Content Commerce Space:

Many consumers want to deeply understand the products that help them fuel Their passions whether it's motorcycle gear, cooking equipment, or kayaks. Content- driven-commerce is becoming a popular way to address that need through informative videos and storytelling around products.

3. E-commerce Retailers Will Figure out How to Convert Mobile Traffic:

It's been "the year of mobile" for the past several years and at the fundamental level, that won't change in 2016. What will change is that e-commerce retailers will figure out traffic. By the time Holiday arrived last year, we were seeing marked improvements in mobile conversion among our retail customers alone. That momentum will carry into 2016, when retailers across the board capture the mobile opportunity.

4. Social Networks Will Dramatically Increase Their Product Advertising Capabilities:

Google, Bing, and comparison shopping engines have shaped the direct return advertising arena for e-commerce retailers over the past 10 years. Now, most of the major social media players are part of the equation — and their voices are getting louder. Face book, Twitter, Pinterest, YouTube, Instagram, and soon Snap chat will increase their investments in product advertising formats. We'll see social networks grow and refine their product advertising options, including improving targeting capabilities and developing new ads formats.

5. Pinterest's E-commerce Capabilities Could Explode:

Pinterest is an unleveraged e-commerce goldmine. It's a product-focused environment — *organically*. It's similar to Google, with its mostly organic search environment. PLAs are a natural addition to Google SERPs, just as buyable pins are a natural addition to Pinterest.

The Google PLA model could be a rocket ship for Pinterest stakeholders — including retailers who want another direct revenue driver and consumers who want to find products

beyond what Google surfaces and what Pinterest do organic search results provide. Interest has immense potential to become a major e-commerce channel in 2016, and I'm hopeful that we'll see significant innovation in Pinterest's e-commerce capabilities this year.

6. The Last Mile Could Shift Into the Hands of Small and Mid-Sized Retailers.

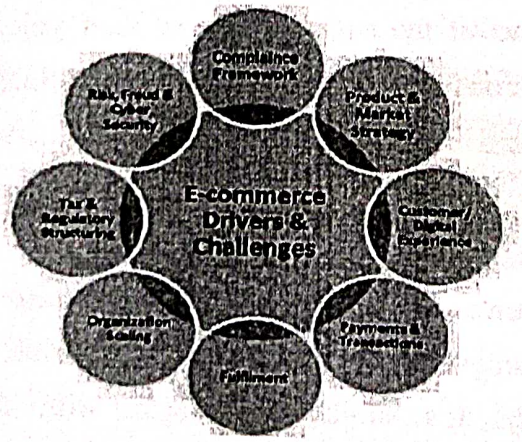
Large retailers have climbed the industry food chain in part because they have more extensive and sophisticated supply chains to handle the final leg of shipping, and get products from the warehouse to the consumer. But companies including Shyp and Google Express (and even Uber) are starting to shake things up. Smaller retailers that partner with dedicated, fast delivery service providers could compete more aggressively against larger counterparts. That would contribute to a leveling of the e-commerce playing field.

7. Product Listing Ads Will Expand Across Everything Google.

Google is innovating quickly around its PLAs. We'll see a rapid uptake of beta features once they become generally available, such as expandable product ads and product attribute cards. There's sure to be new features introduced this year, too, such as different views of products and additional product info. PLAs will also be commonly found beyond the SERP this year — in YouTube, Gmail, and other Google properties. That'll create new challenges for retailers in determining how to allocate spend and optimize their ads across the Google universe.

Challenges in the E-commerce sector

While the growth in this sector excited entrepreneurs & financial investors alike, some serious challenges are beginning to weight down on the sector. E-commerce players in India need address eight key aspects of their business, both internal& external.



Conclusion

E-commerce is changing the way of buying & selling of product & services in India. E-commerce is future of shopping. Due to E-commerce the gap has been reduced between manufacturer & consumer. According to Indian population their vast scope for e-commerce

because currently in India only 19% people using internet for selling & buying goods & services so remaining percentage we can considered that we having scope in Indian Market. There is weak Cyber security Law in India that is why Indian People are facing challenges toward e-commerce. The future of e-commerce in India would be bright in the upcoming years if all essential factors would be implemented, by establishing cyber & have their benefits as per people wish. The role of government is to provide a legal framework for e-commerce so that while domestic & international trade are allowed to expand their horizons, basic right such as privacy, intellectual property, prevention of fraud, consumer protection etc. are all taken care of. The expansion of e-commerce has been developed in rural as well as urban area in reign able cost for consumption, because of that more people are getting linked with e-commerce & the ratio of that is getting increase day by day.

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