

Electronic Commerce and Its Impacts On Global and Market Trend in India

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Abstract: In Asia, the e-commerce market is prospering and primed for rapid expansion. There are certain players that have gotten off to a good start. Their success is dependent on their market knowledge and ability to provide a variety of features. Management Information Systems, Finance and Accounting, Marketing, and Computer Sciences of E-Commerce on Business were highlighted in the research study. The term "electronic commerce" refers to the practice of conducting business over the Internet. The strongest effects may be connected with less visible, but potentially more widespread, effects on normal business activities, rather than many of the aspects that receive the most attention. The marriage of electronic commerce and business will usher in a new era in marketing. Because it provides opportunity to get closer to customers, bring customers inside the organization, and test new product ideas on real customers. In this essay, we'll look at the advantages of e-commerce and how it affects the market. This paper covers the potential growth categories in India's E-Commerce and provides an overview of the future of E-Commerce in India. In this research, we discovered that in the rising market of India, overall electronic commerce will grow tremendously in the future years.

Keywords: Electronic Commerce, Digital India, Internet, Market strategy, Growth

1. Introduction:

Since its inception, India's e-commerce industry has come a long way. The market has developed, and new entrants have entered the fray. In the current dynamic environment, the B2C e-commerce market is rising in demand as well as in the range of services offered. In the Indian market, the change from traditional to online purchase is taking a long time. E-commerce encompasses not only the purchasing and selling of things through the Internet, but also the different business operations that support the goal within particular firms. E-business (electronic business) has a variety of definitions and is used in a variety of contexts, similar to e-commerce.

1.1 Concepts and Definitions

Electronic commerce or e-commerce refers to a huge variety of on-line enterprise activities for merchandise and services. It additionally pertains to "any shape of enterprise transaction wherein the parties interact electronically in place of via way of means of bodily exchanges or direct bodily contact." A greater whole definition is: E-commerce is the usage of digital communications and virtual records processing generation in enterprise transactions to create, transform, and redefine relationships for cost introduction among or amongst businesses, and among businesses and individuals.

1.1.1 Different type of E- Commerce

The major different types of e-commerce are: business-to-business (B2B); business to- consumer (B2C); business-to-government (B2G); consumer-to-consumer (C2C); and mobilecommerce (m-commerce).

2. E-Commerce in India

For growing countries like India, e-commerce gives significant opportunity. E- Commerce in India continues to be in developing stage, however even the maximum-pessimistic projections imply a boom. It is assumed that low value of private computers, a developing mounted base for Internet use, and an more and more more aggressive Internet Service Provider (ISP) marketplace will assist gas e-commerce boom in Asia's second maximum populous nation. The first e-commerce webweb page in India became rediff.com. It became one of the maximum trafficked portals for each Indian and non-citizens Indians. It supplied a wealth of Indian-associated business information a attain engine, e-commerce and web solution services. The past 2 years have visible a rise in the quantity of agencies allowing e-commerce technology and the net in India. Major Indian portal sites have additionally shifted closer to e-trade in preference to relying on marketing and marketing revenues.

The first wave of E - commerce got here rapidly after the creation of the net in India, in 1995. In early 90s, E - trade turned into basically B2B purchaser offerings and enterprise control portals. However, with the aid of using overdue 90s, it widened its scope to B2C, matrimonial and online recruitment portals.

B2B E - trade commonly is an digital commercial enterprise dating among organizations or a manufacturer and a wholesaler; while an digital commercial enterprise dating in which groups without delay promote to their quit customers is B2C E - trade. When in 2002 IRCTC released its e-ticketing portal, a brand new generation of E - trade in India commenced. Post this event, on line journey associated trade ruled the Indian E- trade market. It constituted approximately 87% and 79% of the overall sales percentage of E – commerce industry, in 12 months 2011 and 2013 respectively (PwC, 2014). This trend commenced to opposite from 2013 whilst on line retail markets commenced to set their feet in E – trade industry. PwC appraisals that “from the subsequent set of online customers, three out of all four clienteles are probable to come after Tier II cities or outside, and a vast common of them would be less tech-savvy, pursue greater slide from brands and choose consuming content in local languages” (PwC, 2018).

By 2017 the E - commerce industry was described to be at USD 38.5 billion and arose as the fastest rising industry in India. The development trends propose that by 2034, India will overtake the US to develop second main E - commerce bazaar in the world. As can be seen from Figure 1, the E - commerce bazaar is predictable to influence USD 200 billion by 2026 from USD 38.5 billion in 2017 (IBEF, 2020).

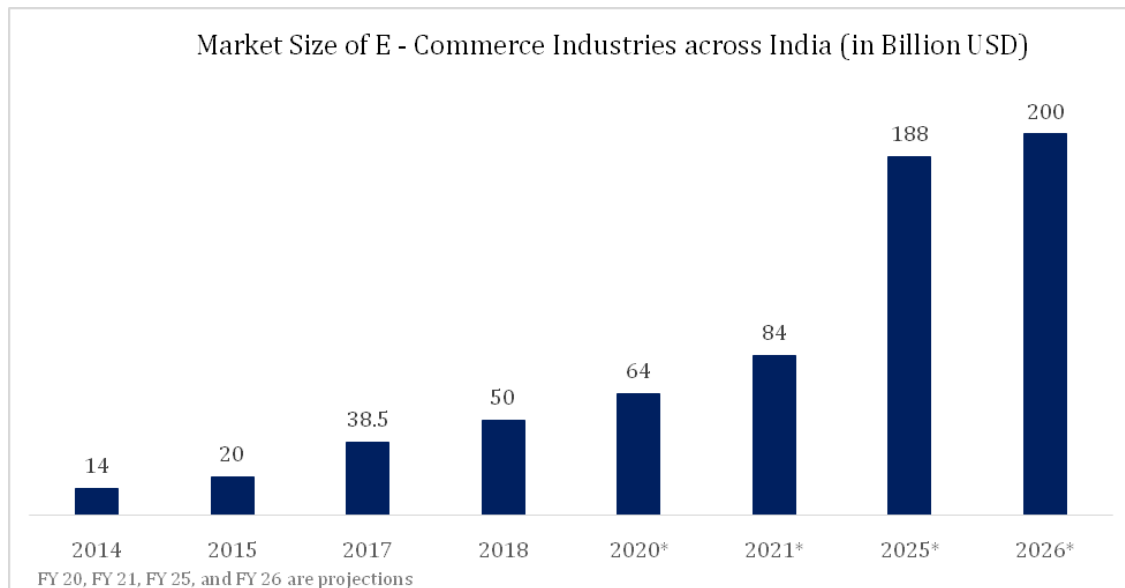


Figure 1: Market Size of E.- Commerce

Data from Statista. Retrieved from <https://www.statista.com/statistics/792047/india-E-commerce-market-size/>

India has a considerable ability for the E-commerce market. India's E-commerce sales is purported to leap from USD 39 billion in 2017 to USD a hundred and twenty billion in 2020, developing at an annual price of fifty one according to cent, the best in the world (IBEF, 2020). With a growth in the net get admission to and an exponential surge in virtual payments, E-trade may be a finding out component within side the country's adventure closer to a trillion-greenback virtual economic system with the aid of using 2025. Government's tasks like Digital India, E-market, Skill-India, and merchandising of Unified Payments Interface (UPI) over nearly all countrywide systems are steps closer to shaping India as a digitally empowered society.

E-Commerce, B2B, B2C, Retail, and brick-mortar stores - they all could be affected by the shifts in purchaser conduct submit COVID - 19. Research via way of means of Technomic suggests, 52% of customers are keeping off crowds whilst 32% are leaving their homes less regularly because of Corona virus. Grocery shipping services have proven report income boom because of social distancing efforts. Big basket has experienced two times as plenty visitors and sales in the month of March after lockdown, whilst their common basket length became 20% better than the ordinary days. Grofers suggested an 80% surge withinside the range of orders and 48% in quantity spent via way of means of shoppers (Bhattacharya, n.d). Most of the sectors of E-commerce are hit via way of means of the monetary slowdown and a number of the sectors are predicted to rise more potent than before.

3. Objectives of the Study

- To examine the emerging trends in the E-Commerce industry of India
- To recommend strategies to accelerate the growth of E-commerce industry

4. E-Commerce Facilitators

➤ Internet:

E-commerce has grown via massive penetration of the internet. The Internet and intelligent cell phones have actually been a part of each life. Internet not constitutes an intelligence source, however,

its miles and green approach in which horsemen, and carpenters, physicians etc. can buy, read, talk or even obtain service. The deliver chain is narrow and shrewd, as virtual networks can quick link to customers, which substantially minimizes pollutants and blessings inexperienced businesses. In the remaining 15 years, the ICT revolution has powered the financial system unprecedentedly. The Internet and its offerings have helped develop new markets with huge technological advancements. In the 1980s the populace of net customers became small, and there has been a slow however consistent growth till 1994 whilst the variety of check customers became growing. The variety of community customers exploded with the arrival of the World Wide Web and later the growth of multimedia content. The net has in flip advanced even faster than another preceding medium. The United Nations International Telecommunication Union (ITU) currently forecast 15.2 billion customers on-line in 2020. In 2000, international Internet subscribers have been simply four hundred million.

➤ **Payment Gateway:**

The payment transfer, which permits e-commerce, on-line shops, bricks, and clicks and conventional brick and mortar bills through credit score card, is an ecommerce software carrier issuer carrier. The foremost variables in net transactions are payment routes that consist of credit score cards, debit cards, on-line banking purchases, and transfers of digital funds. There is a want for payment gates for sustainable destiny e-Commerce, and the surroundings shifts from cash into virtual currency.

➤ **Analytics:**

Analytics is the empirical way of remodeling statistics into decision-making intelligence. Analytics assists companies in collecting, arranging, reviewing and commenting on their clients. The vast upward push in statistics quantity has prompted companies to rely upon studies to know the patron's behavior. Retailers should have real-time get right of entry to understanding to compute returns on net investments and a channel blend. Basic analytics are to be had for e-trade players; for patron insight, common order quantity, basket length measuring, conversion ratios are required and a deeper analytical method is needed.

➤ **Social Media:**

To advertise their goods, agencies continuously use social media. Social media entails blogs and laptop packages that permit using the laptop or cell phone for connection and changing the statistics thru the internet. Social networking is greater crucial within side the advent of merchandise and reminds customers of various deals. The enter at the product or the carrier is likewise useful. It affords a brand-constructing device for developing a sincere institution of consumers, publications, phrase of mouth and so on.

➤ **Autonomous Vehicles:**

Autonomous automobiles are belongs to the motor motors class that could paintings without direct intervention from a human operator the use of synthetic intelligence, sensors and the worldwide gadget of positioning. The age of the non-public automobile is quick approaching. Autonomous clients could have tons time to browse the internet, study emails, buy new gadgets and think about advertisements nearby. Very considerable virtual media information is acquired for independent motors. These buying and seek developments may be traced to help agencies in tailoring their

advertising and marketing method to keep away from this new industry. Big information are actually tons wider in nature however with inside the coming years could be so tailored and predictive that not anything may be manually changed again.

➤ **3D Printing:**

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5. India's Prospects in Ecommerce

➤ **Opportunity for Retailers**

A retailer can store his lifethrough linking his enterprise with the on line distribution. By doing so, they are able to make to be had a lot of data approximately diverse matters to the purchasers, meet digital orders and be in contact with the purchasers all of the time. Therefore, E-Commerce is a superb opportunity.

➤ **Opportunity for whole sales:**

In the world of Ecommerce the lifestyles of the wholesalers is on the best chance due to the fact the manufacturer can without problems forget about them and promote their items to the outlets and the consumers. In the sort of state of affairs the ones wholesalers can take gain of E-Commerce who're able to setting up contractors with reputed manufacturers and linking their business with the on- line.

➤ **Opportunity for producers:**

Producers can take benefits of e-commerce through linking themselves with on-line, through giving higher statistics approximately their merchandise to the opposite links in the enterprise chain and through a having a logo identity.

➤ **Opportunity for people:**

As extra humans have become connected with E-commerce, the call for center imparting net facility or cyber cafe is likewise increasing. Hence, the people who want to take gain of it is able to set up cyber and have their benefits.

6. Needs of Ecommerce

Today, in each element of our day after day existence internet has grown to be undivided a part of our existence. Every day the financial institution system on line assessments mail on line each day. So it's simplest so it simplest makes experience that on-line shopping has grown to be a more and more critical a part of our society, exceeding \$two hundred billion in income in 2010 alone. The net economic system is booming E-commerce income are increasing through leaps and limits at a price of 20% and 25% increase every year, indicating a momentous shift in patron spending addiction of human beings. Shoppers are tuning to the net in preference to phone directories for comfort product evaluations and updated information.

A business proprietor simply can't depend on a commercial in phone book. In reality clients are fifteen instances much more likely to appearance at the net than they're to turn thru a phone book to name a company. Every commercial enterprise is different; even every commercial enterprise differs however the requirement of energy is identical for all however these days are vital to stay in net to stay competitive. In the longer term the internet operating fee of an internet site will become insignificant as compared to the go back at the investment that the commercial delivers.

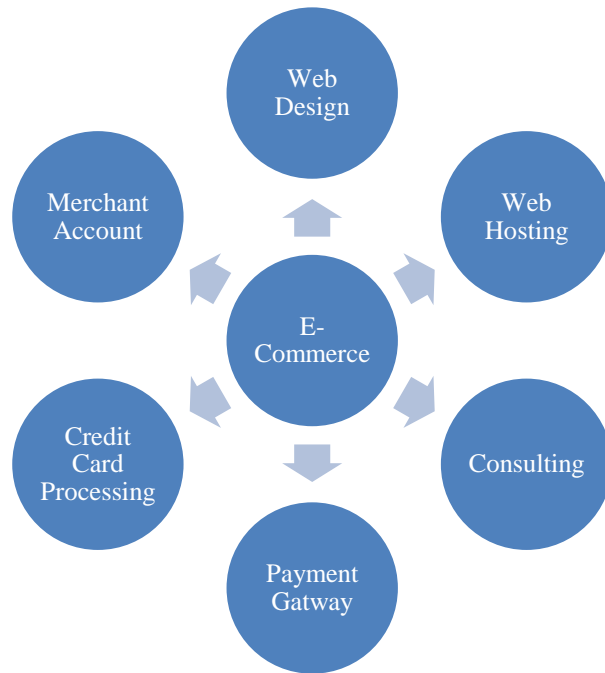


Figure 2: Need of E-Commerce

7. E-Commerce Models

There are mainly six basic types of electronic commerce as shown in the Figure 3:

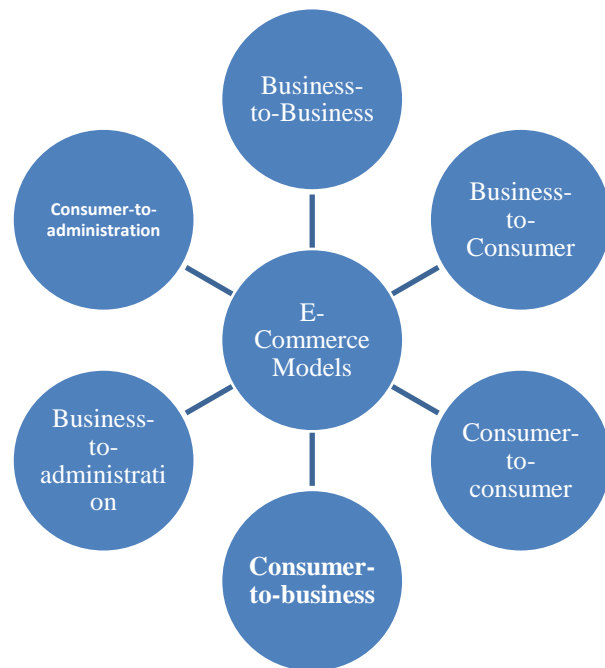


Figure 3: E-commerce business types

- **Business-to-Business(B2B)**

This is stated to be the quickest developing area of e-commerce. The B2B model is expected to end up the biggest cost area of the enterprise inside some years. The B2B model includes digital transactions for ordering, purchasing, in addition to different administrative duties among houses. It consists of trading goods, which include enterprise subscriptions, expert services, manufacturing, and wholesale dealings. Sometimes in the B2B version, enterprise can also additionally exist among digital companies, neither of which can also additionally have any physical existence. In such cases, enterprise is carried out handiest via the Internet. The primary blessings of the B2B model which includes it is able to effectively keep the motion of the deliver chain and the producing and buying approaches, and it is able to automate company approaches to supply the proper services and products fast and cost-effectively.

- **Business-to-Consumer(B2C):**

Company and very last client digital agency partnerships E-trade enterprise to consumer. It is the e-trade buying section, in which traditional retail enterprise normally takes place. These partnership patterns may be simpler, greater complicated and intermittent and may be discontinued. This enterprise kind has elevated extensively due to the arrival of the Internet with some of on-line stores and centers that provide customers' merchandise of any type along with computers, electronics, books, accessories, cars, food, economic substances and digital publications. In assessment to retail income in traditional trade, the consumer normally has greater know-how about insightful content material to be had and it's miles commonly widespread that you may purchase cheaper, without jeopardizing a further man or woman customer revel in in addition to promising easy processing and distribution.

- **Consumer-to-consumer(C2C):**

Type C2C electronic e-trade encompasses all exchange in items or offerings electronically among customers. Typically this trade is achieved through a 3rd party that gives a web transaction forum.

- **Consumer-to-business(C2B):**

The C2B model entails a transaction this is carried out among a customer and a business corporation. It is much like the B2C version, however, the distinction is that during this case the customer is the vendor and the enterprise corporation is the buyer. In this type of a transaction, the clients determine the fee of a selected product in place of the supplier. This class consists of individuals who promote products and services to organizations. In addition to the models mentioned so far, 5 new fashions are being labored on that entails transactions among the authorities and different entities, together with consumer, enterprise organizations, and different governments. All those transactions that involve authorities as one entity are known as e-governance.

- **Business-to-administration(B2A):**

This component comprises all net transactions among businesses and the government. This covers an extensive type of various programs, extensively in regions inclusive of taxation, social care, healthcare, prison documentation and records, etc. These modes of offerings were significantly prolonged in latest years with the aid of using spending in e- government.

- **Consumer-to-administration(C2A):**

The C2A model includes all electronic purchases between governments and individuals. Application highlights include:

- Education—disseminating evidence, distance knowledge, etc.
- Social Security—via information circulation, creation payments, etc.
- Taxes—filing tax revenues, costs, etc.
- Health—appointments, info about illnesses, expense of health facilities, etc.

7.1 E-Commerce Benefits

The biggest benefit from the customer view opinion is that it increases dramatically and saves lots of period and suitable to access from universally in the creation. For customers, the key returns of e-commerce are:

- Lower employment rates for standard exchange members.
- Enhanced flexibility - procurements can be approved out 24 hours a daylight deprived of physical interaction with the firm.
- Save time - Consumers will at any time buying or sell any creation online.
- The customer has improved access by clicking on the button to exploration details on numerous pages, simply and unceasingly accessing material.
- Comfort in both purchases and communications be finished from the wellbeing that a buyer desires from a home or office.
- A customer will make response on a creation to see what others accept or see additional clients' review explanations before creation a final purchase.

7.2 The Impact of Electronic Commerce on Business

E-Commerce and E-

Business are not just the Internet, websites or dot com establishments. It is approximately a new business idea that includes all previous business organization and economic ideas. As such, E-Business and E-Commerce impact on many areas of business and disciplines of business management studies.

- **Management Information Systems**

Analysis, enterprise and operation of e-business organizations within an organization; issues of addition of front-end and back-end system.

- **Human Resource Management**

Issues of on-line employing, home occupied and 'Entrepreneurs' works on a scheme by project basis substituting lasting employees.

- **Finance and Accounting**

On-line banking; issues of business costs; secretarial and auditing insinuations where 'intangible' possessions and human capital must be tangibly appreciated in an increasingly information based economy.

- **Economics**

The impact of e-commerce on local and global economies; understanding the concepts of a digital and knowledge-based economy and how this fits into economic theory

- **Production and Operations Management**

The effect of on line processing has brought about decreased cycle times. It takes seconds to supply

digitized services and products electronically; in addition the time for processing orders may be decreased through extra than ninety in line with cent from days to minutes. Production systems are included with finance advertising and marketing and different practical systems in addition to with enterprise companions and customers.

➤ **Marketing**

Issues of on-line advertising, advertising techniques and purchaser conduct and cultures. One of the regions wherein it affects mainly is direct advertising. In the beyond this turned into specifically door-to door, domestic parties and mail order the usage of catalogues or leaflets.

➤ **Computer Sciences**

Development of various community and computing technology and languages to assist e-commerce and e-business, for instance linking back and front workplace legacy structures with the 'net based' technology.

➤ **Business Law and Ethics**

The different legal and principled issues that have arisen as a consequence of a global 'virtual' bazaar issues such as copyright laws, privacy of client information, validity of electronic contracts.

8. Conclusion

The inability to rapidly locate the product or services of interest is the most significant barrier to effective marketing, according to this research article. This difficulty could be solved by e-commerce, in which a number of companies offer a variety of things over the internet. In short, due to infrastructure issues and computer illiteracy, Indian e-commerce has numerous challenges in web marketing. The majority of clients in rural areas lack enough computer and internet expertise. Some customers in urban areas do not have credit facilities, so online buying and selling of goods is limited to those in the urban class who have access to a computer and the internet. However, if Indian marketers consider the essentials of a good website, they will have no trouble marketing in international markets.

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