



E-COMMERCENEED OF TODAY'S WORLD

1. Dr. Deepak Gupta

2. Rajesh Gahlawat

ABSTRACT

Although the online began to advance in popularity among the general public in 1994. At now the meaning of the word e-commerce was changed. People began to define the term e-commerce because the method of shopping for available goods and services over the online using secure connection and electronic payment services. By the highest of 2001, the largest sort of ecommerce, Business-to-Business (B2B) model had around \$700 billion in transaction. The Internet and its search engines provide how to be found by customers without expensive drive. During this manner it'll be right to said that E-Commerce is Modern Business Methodology which addresses the requirements of not only organization but also merchants and consumers to cut costs while Improving the quality of products & Services it also increases the speed of service delivery. E-Commerce is that wave of Technology which effect every face of one's lifestyle, Home further as everyone's work place in E-Commerce business Tradition Takes place in any parties electronically rather than the physical exchange of documents, Direct Meeting among officials. This study focuses on impact of such online E-Commerce and M-Commerce segment on the retail businesses with the searching for the Globle impact on Indian economy and its Gross domestic Income.

KEYWORDS

E-Commerce, Customers, Modern Business Techniques, Mobile Commerce, Reatilers.

1. Dr. Deepak Gupta, Supervisor/Assistant Professor, Dept. of Commerce, Indira Gandhi University, Meerpur, Rewari (Haryana).

2. Rajesh Gahlawat, Research Scholar (Regn. No. 1501476010), Dept. of Commerce, Indira Gandhi University, Meerpur, Rewari (Haryana).

Email id: rajeshgahlawat@rediffmail.com; Mob: 09896115005



INTRODUCTION

The Retail segment probably is the most significant sectors for economy of any country and its growth & strength perspective. Indian retail industry is additionally not an exception to the present rule. Over period of seven decades since independence India has passed from various stages of growth altogether sectors of the industry and lot of changes has occurred during this retail segment. Ranging from bartering system in India, it's upgraded in numerous phases from unorganized retail to organized retail, and now organized retail to e-commerce. In today's world E-Commerce is booming and with expansion of E-Commerce into Mobile-commerce (i.e. M-Commerce). Now with the strong hold of E-Commerce in the retail Market, and other online platform like digital India, mobile market growth etc. there are greater chances of impact of E-Commerce and M-Commerce on organized retail. Due to this potential in this E-Commerce and M-Commerce, various business sector houses also entered in the retail market. Few of them are with Reliance Fresh, Big Bazar, and DMart etc. Even JIO is about to enter into online segment. Having Venture in retail sector, and having competition for a little of share of business from such a large population of around 125 Crores of India. With the setup of huge outlets in Metros and concrete areas to some extent they need given competition to small and existing players in the market. The object of those business is to create a method where the approaches to manufacturer directly and reduces the degree in intermediaries and distribution cycle and providing many products under one roof along with huge discounts. Now along with such retail business houses the manufacturers has began to have their own outlets in urban cities. All of them are termed as organized retail sectors. With opening of Indian economy for all retail sectors, India has now started increasing foreign investment by changing its foreign direct investment (FDI) policy. Various International distributor outlets like Wal-Mart has entered into India to be the part of this huge potential retail segment.

WHAT IS E-COMMERCE

E-Commerce is simply doing transaction on Internet. E-Commerce is a way of trading in goods and making their respective payment transfers over internet, using the electronic mechanism. The Transaction on E-Commerce is not only Business to consumer, but is also Business to Business, Consumer to Consumer, and also Consumer to Business. In E-Commerce the company uses its Website (which could be its main Website or It may create a website exclusively for selling of Goods and services on it), to deal with customers which provides a mechanism for sale of Goods and services and acceptance of payments. There is no physical interaction between buyer and sellers. The simple methodology is to identify the customer demand and deliver the goods or services to them and accept the payments. The main advantage of this mechanism is that the seller does not need to invest a huge amount of money in setting up the Store or shop, as well as the operating cost is almost nil. At the same time consumer uses to get the benefit of buying the goods without wasting his time and money in travelling to seller's location and



buying the product. Now a day's E-Commerce is well known to everyone, even to those who do not use internet. Almost every kind of business and company is having a hold of E-Commerce and run their business on E-Commerce too. The whole system of Production to distribution and reach to consumer is changed due to this E-Commerce concept. Now it became practice of everyone to use internet for the purpose of online shopping, and making buying. This happened due to increased use of internet. Perhaps it will not be wrong to say that E-Commerce is actually a need of today's world of business and consumers both. However this rapid growth of E-Commerce has taken place in just last decade, with the rapid growth of Internet. To understand the E-Commerce industry in India, below facts will be very useful

- The E-Commerce market got doubled in 2013 from 2012, with increase to \$16 billion from \$8.5 Billion.
- As implied the level of growth in metro cities is higher as compare to other cities.
- As forecasted by IANS, the E-Commerce market is expected to be of \$56 Billion in 2023.

ADVANTAGES OF ECOMMERCE

1. **It's all about comfort:** What could be better than you do not need to visit the retailer, and simply by sitting in your room you placed the order of goods or services of your desire and that delivered to your home. This is something like dream come true if this would have been in era of 80' or 90'. It saves a lot of time and energy, especially of those who has busy schedule.
2. **Wider reach to wider span of customer's:** If we have a retail shop, then our approach to customers is limited to that area or areas near to the shop. But internet does not have any limitation and it has no geographical boundaries. Many dealers who were not even able to sale their product in areas near to their shop, are now exporting their Products to various countries with the help of E-Commerce and internet and Social Networking sites like Facebook, Instagram etc.
3. **Better product at cheapest price:** while buying goods from retail stores, we have very little options available in that shop. We also can visit many shops just to figure out the lowest price for the same product. But in E-Commerce a website or portal shows a number of sellers selling the same product with different prices or some time a better product than that is also available on some other dealer. Hence consumer purchases the best product at the lowest price, and sometimes some extra benefits like discount or coupons and etc.
4. **Efficiency is put on their right place:** Since most of the services in E-Commerce are on automated mode, hence resources that had been used if business were in physical form, will now be used for right purpose and in efficient manner. The cost which was curtailing their profit will now be used efficiently in making their profits up.
5. **Prompt Payments:** "Udhaar se Maafi" we might have notice such words on shops many times. Perhaps blocking of funds in retail business and shops due to credit is quite normal, this also happens because we need to sometime honour the relationship with our privileged and vintage



customers. But this clocking of funds creates a problem for running up the business. But no such problem exists in online business as they use prompt payment mechanism like e-payment through wallet, or Credit cards or Debit cards. Hence Question of Credit do not arises in E-Commerce.

- 6. You have an Idea but do not have money:** There are many people having idea to carry their business with skill and competence, but their idea do not come into force just because they do not have sufficient money to invest in opening a retail store and or establish their physical presence. E-Commerce is the best option to them, that even by investing Zero amount they can start their business as no Physical presence is required.

DISADVANTAGES OF ECOMMERCE

- 1. Doubt on Quality of Product:** When we purchase anything from the retail shop we can inspect that product immediately, and can feel the product to find out whether it will suit to our need or not and whether it is worth to price we are paying or not. But that doesn't happen in case of online shopping and there is always a risk of paying for false product or having delivery of product cheaper than shown at the time of purchase.
- 2. Scams of Internet:** this is perhaps known to everyone that number of scam takes place on internet. People many time uses it for their wrong intentions or to cheat the people. This leads to demotivate the buyer from having shopping through these online or E-Commerce portal.
- 3. After Sale service:** Perhaps this is one of the biggest problem a consumer faces when he makes buying from E-Ecommerce Portal. He/She need to encounter a number of difficulties in getting his product changed or repaired and sometimes it's takes more than two weeks to one month to get resolve the problem.
- 4. Wrong purchasing:** Since variety of products are available on internet or on E-Commerce websites and sometimes buyer makes a wrong decision due to ease of buying and the products becomes for no use for him. The easiness sometimes becomes a problem for the user.
- 5. No personal Interaction and Relationship:** When we buy continuously from a shop near to us, we use to interact with sellers and it creates a bonding among the seller and Buyer and this create a kind of sensible relationship that benefits the customer in the form ensurity of having no cheating and credit whenever required. This does not exist in case of E-Commerce Business and online Shopping.
- 6. Delay in deliveries:** When we buy any product from shop or retailer, we get's the delivery immediately from the shop and we can use that product immediately. But having delay in deliveries from Online sellers are now a day's a very normal problem, and it causes a lot of inconvenience to the customer.



E-COMMERCE BUSINESS AND INDIA

it is expected that by 2021, Users of internet users will be around 700 million (including mobile internet users). On the same path, the Indian market of internet industry will be as high as of US\$ 275 billion. Total online spending, inclusive of both export and domestic is about to increase by thirty five per cent year-on-year to Rs 9.43 trillion by year end 2021. According to KPMG Report- e- commerce Retail Logistics India, October 2017 cross border shopping touched Rs 58,370 crore by Indians (US\$ 9.1 billion) in 2016. USA (14%), UK (6%) and China (5%) are the top three countries preferred by Indians for cross-border shopping in 2016. As we said earlier E-Commerce industry is majorly hold by Travel Business, with Online travel agent account for around 70 per cent market share, which is undoubtedly largest in E-Commerce industry while the horizontal e-tailing, fashion, furniture, grocery, hospitality Industry, education, and others constitute around remaining 30% of the market share.

The Policies of Government and their regulatory framework for permitting hundred percent Foreign Direct Investments through the automatic route in the market in Business to Business and Business to Customer has also prompted the growth of E-Commerce in India. The largest e-commerce market in the world is between China and USA and China with India with second place, but growth rate of E-Commerce the India Holds first Rank. According to an ASSOCHAM – Forrester study the annual growth of E-Commerce in India stands at 51% on the other hand world's leader China's Growth rate is standing only on eighteen percent. The online sales figure of India is expected to reach at \$ 133 billion by 2022, which seems to be quite attractive. The whole way of doing business has changed and transformed drastically because of E-Commerce. The Indian e-commerce industry is expected to grow at a CAGR (Compound Annual Growth Rate) of around 30 per cent from 2016-20 which has been on an upward growth trajectory and will probably touch \$ 68 billion by 2022 and will perhaps overtake the US by 2034. As discussed earlier this increasing growth of the E-Commerce industry is due to increased use of smart phone and increased use of internet usage. India's total internet user base is expected 700 million by 2021 from 373 million (28 per cent of population) in 2016, due to current digital transformation in the country while network devices in India are expected to grow to two billion by 2021, from 1.4 billion in 2016.

CONCLUSION

In the current Information Technology scenario various organizations and firms everywhere the world are relying heavily on access to information in the electronic medium. The internet is the major source of information in knowledge based societies. The last decade in India has witnessed a big Information Technology revolution. An example growing use of Internet in an exceedingly very short span of time the use of computers at offices and houses has become a reality. In the industrial and banking the performance is measured in terms of processing speed and customer satisfaction with the applying of computer it's become possible to clear the



recurring dues like payment for electricity bills, account, shopping bill by instructing the bank for payments from customers account online fund transfer from one account to a distinct account in the bank has also become possible. In the banks, Credit card, Debit card, ATM, E-cash, E-cheque it's become possible for purchasers and make a payment or to withdraw cash from the bank round the hour. There are many varieties of e-commerce. Business to Business, Business to Consumer, Consumer to Business and Business to Government E-commerce is “predominantly a business issue, enabled by Information Technology” the ability to undertake to to business electronically has resulted in the development of recent business models at a rapid pace, which models will prevail remains being decided. It's up to Government to facilitate e-commerce by providing the specified infrastructure, providing the basic communications connectivity to allow people to access the web. To sum up we recommend that Specific strategies and programmes should be undertaken so to make confidence in people in order that they will freely make use of E-commerce.

REFERENCES

1. Bhaskar B.: “Electronic consumer; Framework, Technologies and Applications” New Delhi : Tata Mc Graw Hill ,2003.
2. Chatterjee N.N. “Management of principles in India enterprises.” Agency culcutta, 1980.
3. C.S.V. Murthy (2011): “E-commerce: Concept, models and strategies,” Himalaya Publishing House, Mumbai.
4. Determinants of the locus of Global E-commerce: electronic market : by Nir B. kshetri, Vol 11 No. 4 2001Kamlesh K Bajaj & Debjani Nag: “E-commerce: The Cutting Edge of business.” Tata mcgrew Hill, New Delhi, 2000.
5. John r. patrick, Net Attitude: what it is. How to Get it. And why your company can't survive without it perseus publishing, 2001.
6. Sharma, A. (2013). A study on e-commerce and online shopping: Issues and influences, International Journal of Computer Engineering & Technology, 4(1), 364-376.
7. Shrivastava, A., & Lanjewar, U. (2001). A business intelligence model for Indian consumers' behaviour with respect to motivation. International Journal of Computing and ICT Research, 5(2), 11-31.
8. Sultan, M. U., & Uddin, M. N. (2011). Consumers' attitude towards online shopping: Factors influencing Gotland consumers to shop online (Master thesis, Uppsala University, Gotland). Retrieved form <https://www.divaportal.org/smash/get/diva2:420724/FULLTEXT01.pdf>
9. Tuteja, G., Gupta, S., Garg, V. (2016), ‘Consumer trust in internet shopping: An empirical investigation’, Paradigm, 20(2), 191-215.
10. Zaltman, G., Moorman, C. (1988), ‘The importance of personal trust in the use of research’, Journal of Advertising Research, 28(5), 16-24.