

# A STUDY OF BROADENING & FUTURE OF E-COMMERCE IN INDIA

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**Abstract:** In today's global, electronic trade industry modern-day enterprise is developing with a rapid pace. Diverse electronic commerce agencies have completed splendid growth of their sales and sales in a totally quick time period no longer only in India within the complete world. Electronic trade has began to adjust the traditional business practices. Within the gift globalization generation, human beings are greater attracting in the direction of online shopping because of several advantages they get in on line buying like home delivery, easy payment option, time saving, attractive offers and less expensive charge. underneath the existing state of affairs digital trade has got the large boom potential. This paper tries to observe the existing development and future increase potential of digital trade zone in India.

**IndexTerms:** Electronic commerce, Types, Benefits, Status.

## I.INTRODUCTION

In simple terms Electronic commerce (EC) means the buying and selling of goods, services or transmitting of funds or data through electronic means or by using the internet. In short, it is the trading activities carried through the internet. Electronic – Commerce is considered as the part or subset of Electronic Business. It can be best described as innovative idea applied in the business practices. Electronic commerce provides platform for both the buyers and sellers to interact with each other for the purpose of trading in goods and services via electronic means. It provides online interaction between buyers and sellers for exchange of products, services or information. It is the result of internet revolution.

## II.OBJECTIVES

1. To study about the Electronic Commerce.
2. To study the different types of Electronic commerce.
3. To study the benefits offered by Electronic commerce.
4. To study the present status of Electronic Commerce sector in India.

## III.RESEARCH METHODOLOGY

This study is based on the analysis of the secondary data published in the books, journals and various websites.

## IV.REVIEW OF LITERATURE

(Kiran Yadav & Divya Sharma,2014) in their paper analyzed the strengths, weakness, opportunities and threats of the E-Commerce industry under the present scenario. The paper concludes that Electronic commerce is supportive in the economic development of developing nations of the world.

(Menal Dahiya,2017) in the research paper discussed about the impact of electronic – commerce on the different market and on retailers business activities. The paper concludes that Electronic commerce has helped the business firms to grow in size, helped the customer to buy varieties of products, services through online at affordable price, but at the same time it has also adversely affected the small offline retailers business in India.

(Dr. Naveen Kumar,2018) in his paper discussed about the present status, challenges and the future of E-commerce in India. The paper concludes that despite of several challenges Electronic commerce industry is growing with rapid pace in India because of the factors like increase in smart phone and internet users, 3G/4G network services, awareness in public, entry of foreign e-business firms, advanced shipping and payment option. The government should take proper measures to reduce the obstacles in the growth of e-commerce in India.

## V. TYPES OF ELECTRONIC COMMERCE

**BUSINESS-TO-BUSINESS (B2B)** electronic commerce means the exchange of products, services or information between one business firm and another business firm through electronic mode or websites. Examples: Alibaba, Tradeindia, Indiamart, Indian Exporters, Indiabizclub etc.

**BUSINESS TO CONSUMER (B2C)** It is a kind of electronic commerce model in which the businesses sell their products, services or even information to the consumers directly using the websites. The most popular B2C sites are Amazon, Flipkart, Snapdeal, and Shopclues and so on.

**CONSUMER-TO-CONSUMER (C2C)** is a kind of electronic commerce model in which one consumer trade products, services and information with another consumer through online mode. Examples: E-Bay, OLX.in etc.

**CONSUMER TO BUSINESS (C2B)** is a type of electronic commerce model in which the consumers make their products and services available online for companies to bid on and buy. Example: Monster.com, TimesJobs.com etc.

**BUSINESS TO ADMINISTRATION (B2A)** refers to the transactions carried online between the business firms and the government bodies through electronic mode. At present scenario the government is also making use of various electronic services for its various functions.

**CONSUMER TO ADMINISTRATION (C2A)** refers to the e-commerce transactions carried through electronic mode or online mode between the individual customers and various government bodies. Example: Online filing of Income tax returns, payments and so on.

There are 6 basic types of e-commerce:

1. Business-to-Business (B2B)
2. Business-to-Consumer (B2C)
3. Consumer-to-Consumer (C2C)
4. Consumer-to-Business (C2B).
5. Business-to-Administration (B2A)
6. Consumer-to-Administration (C2A)

### 1. Business-to-Business (B2B)

Business-to-Business (B2B) e-commerce encompasses all electronic transactions of goods or services conducted between companies. Producers and traditional commerce wholesalers typically operate with this type of electronic commerce.

### 2. Business-to-Consumer (B2C)

The Business-to-Consumer type of e-commerce is distinguished by the establishment of electronic business relationships between businesses and final consumers. It corresponds to the retail section of e-commerce, where traditional retail trade normally operates. These types of relationships can be easier and more dynamic, but also more sporadic or discontinued. This type of commerce has developed greatly, due to the advent of the web, and there are already many virtual stores and malls on the Internet, which sell all kinds of consumer goods, such as computers, software, books, shoes, cars, food, financial products, digital publications, etc.

When compared to buying retail in traditional commerce, the consumer usually has more information available in terms of informative content and there is also a widespread idea that you'll be buying cheaper, without jeopardizing an equally personalized customer service, as well as ensuring quick processing and delivery of your order.

### 3. Consumer-to-Consumer (C2C)

Consumer-to-Consumer (C2C) type e-commerce encompasses all electronic transactions of goods or services conducted between consumers. Generally, these transactions are conducted through a third party, which provides the online platform where the transactions are actually carried out.

### 4. Consumer-to-Business (C2B)

In C2B there is a complete reversal of the traditional sense of exchanging goods. This type of e-commerce is very common in crowdsourcing based projects. A large number of individuals make their services or products available for purchase for companies seeking precisely these types of services or products.

Examples of such practices are the sites where designers present several proposals for a company logo and where only one of them is selected and effectively purchased. Another platform that is very common in this type of commerce are the markets that sell royalty-free photographs, images, media and design elements, such as [iStockphoto](#).

### 5. Business-to-Administration (B2A)

This part of e-commerce encompasses all transactions conducted online between companies and public administration. This is an area that involves a large amount and a variety of services, particularly in areas such as fiscal, social security, employment, legal documents and registers, etc. These types of services have increased considerably in recent years with investments made in e-government.

### 6. Consumer-to-Administration (C2A)

The Consumer-to-Administration model encompasses all electronic transactions conducted between individuals and public administration.

Examples of applications include:

- Education – disseminating information, distance learning, etc.
- Social Security – through the distribution of information, making payments, etc.
- Taxes – filing tax returns, payments, etc.
- Health – appointments, information about illnesses, payment of health services, etc.

Both models involving Public Administration (B2A and C2A) are strongly associated to the idea of efficiency and easy usability of the services provided to citizens by the government, with the support of information and communication technologies.

### Advantages of e-commerce

The main advantage of e-commerce is its ability to reach a global market, without necessarily implying a large financial investment. The limits of this type of commerce are not defined geographically, which allows consumers to make a global choice, obtain the necessary information and compare offers from all potential suppliers, regardless of their locations.

By allowing direct interaction with the final consumer, e-commerce shortens the product distribution chain, sometimes even eliminating it completely. This way, a direct channel between the producer or service provider and the final user is created, enabling them to offer products and services that suit the individual preferences of the target market.

E-commerce allows suppliers to be closer to their customers, resulting in increased productivity and competitiveness for companies; as a result, the consumer is benefited with an improvement in quality service, resulting in greater proximity, as well as a more efficient pre and post-sales support. With these new forms of electronic commerce, consumers now have virtual stores that are open 24 hours a day.

Cost reduction is another very important advantage normally associated with electronic commerce. The more trivial a particular business process is, the greater the likelihood of its success, resulting in a significant reduction of transaction costs and, of course, of the prices charged to customers.

### BENEFITS

Electronic commerce activities offer numerous benefits to the business firms, consumers, government and to the society in general. The important benefits of Electronic Commerce are as under:

- Electronic commerce helps the business firms to reduce their overall operational costs considerably.
- Electronic commerce is very economical one as compared to the total amount spend on developing the physical facilities in traditional business.
- Electronic commerce provides a platform for online trading in goods and services.
- Electronic commerce enhances the competitiveness, efficiency and market share of business firms.
- It offers continuous services (24 Hrs X 7 Days) to the consumers.
- It increases the sales and revenue of the business organization.
- It promotes international trade.
- It promotes entrepreneurship ability.
- It provides easy access to wide varieties of products, services to the consumers at a reasonable price.

- It provides employment opportunities to the needy people.
- It supports the government initiatives like Digital India etc.

## VI.PRESENT STATUS OF ELECTRONIC – COMMERCE IN INDIA

In India at present Electronic Commerce sector is witnessing a tremendous growth rate. Many factors are contributing favorably towards the growth of this sector in India. This sector has witnessed a remarkable increase in its sales and revenue in the recent years. The total investment made in this sector has also increased tremendously as many foreign and the Indian companies have invested huge amount of capital in Electronic commerce business in India. At present there is a tremendous growth in the online shopping activities in India as people in India are preferring for online shopping especially in the urban area. In India, at present many Electronic Commerce companies like Amazon, Flipkart, Snapdeal, JustDial, MakeMyTrip, Myntra Jabong and Paytm are doing a good business. It is anticipated that in near future India will become the leading country in the entire world in the Electronic Commerce business.

## VII.CONCLUSION

In India, at present the Electronic commerce sector is achieving a remarkable growth in its overall business. This sector has got a very bright future in India. By providing online access to wide varieties of products and services the E-Commerce is catching the attention of large number of people towards online shopping successfully. Electronic commerce has brought a radical change in the business practices. This sector is contributing favorably towards the economic development of India. In the coming years, Electronic commerce will bring revolution in the business practices in India.

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