

# A Critical Study of the Electronic Commerce Industry in India.

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## 1) Abstract -

India's electronic commerce industry has come a long way since it began. The market has reached maturity and new players have stepped into the market space. The increasing power of consumers in the digital age leading up to the turn of the century was fuelled by the growth of the Internet and then revived by the social. it also covers the entire online process of product development, marketing, sales, delivery, service and payment.

## 2) Introduction -

Electronic commerce has reshaped the way we do business in India. The Indian e-commerce market should reach \$200 billion by 2026, up from \$38.5 billion in 2017. Much of the industry's growth was driven by an increase in Internet and smart phone penetration. In September 2020, the number of Internet connections in India grew significantly to 776.45 million, thanks to the Digital India program. Of all Internet connections, about 61 per cent were in urban areas, of which 97 per cent were wireless.

In addition, the Indian financial system as an entire is turning into a patron financial system similar to the Western international locations and hence, the converting demographics in which teenagers outnumber the antique manner that patron experimenting is certainly high. These investments also increase e-commerce revenue, which means they can continue to offer lossless discounts in the short term; however, as mentioned above, if higher growth forecasts are not met or the Indian economy cools in the medium to long term, this bubble may burst.

## 3) The Internet Role -

Electronic commerce is expected to not only create regular jobs for companies, but also increase employment in related industries such as logistics and warehousing. With higher revenues and profits, the Internet helps MSMEs to make their operations more efficient and expand their borders.

Strengthens investor confidence in the evolution of consumption in India and positively affects FDI inflows. Helps Indian brands become globalized. Encourages the development of Intellectual Property in the country.

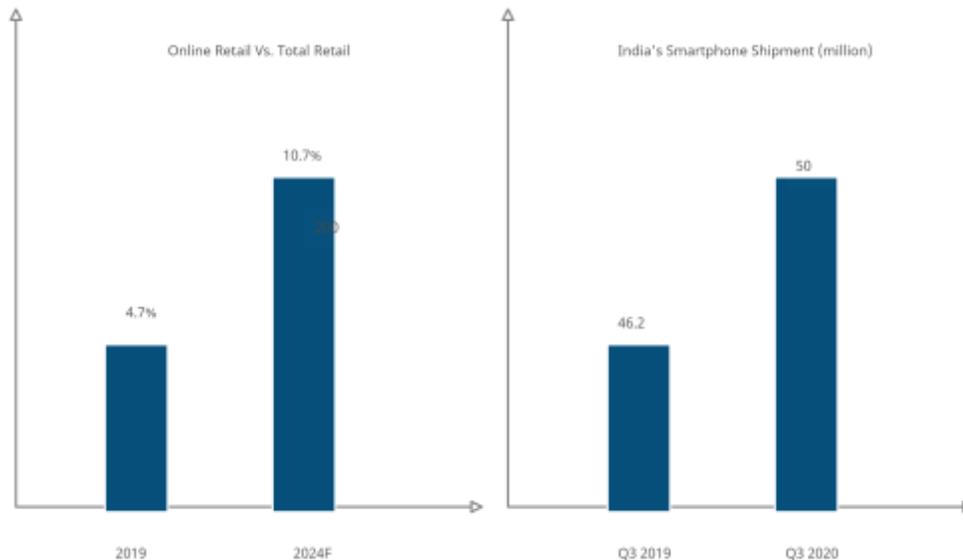
E-Business technologies have provided new ways of working and thus revolutionized how business is conducted. E-Business technologies touch every aspect of business which is from the customer relations to managing suppliers, subcontractors and trading partners

#### 4) Opportunities For E-commerce In India-

Employment opportunities for electronic business graduates include:

- Online Advertising Directorate/Display.
- Social Media Director.
- Copywriter.
- SEO Executive.
- PPC Executive.
- Affiliates Executive.
- Content Editor - Electronic Commerce.

#### 5) Key Trends-



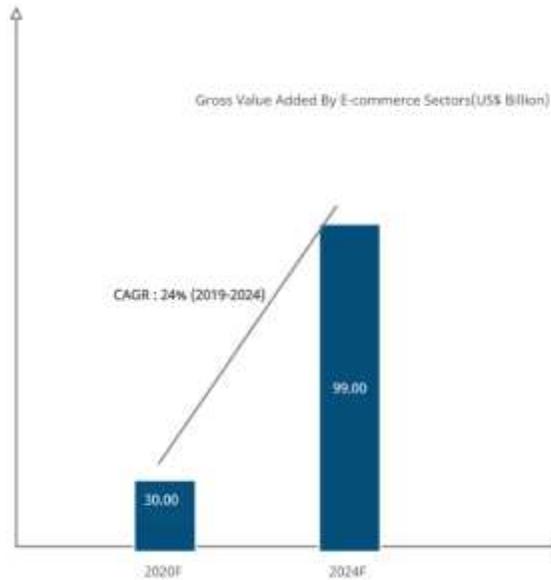
#### 6) Top Five Challenges For E-commerce Companies in India.

In India, cash upon delivery is the preferred method of payment.

- There's not much Internet penetration.
- Indian clients return a large portion of their products and purchase them online.
- Frequently, mailing addresses are not uniform.
- Characteristics Telephones Rule The Roost.

These are the main challenges facing Indian e-commerce companies. It is also important to note that e-commerce giants are growing in India, and many cross-border e-commerce in India is growing as well.

## 7) Market Size-



## Trend Point –

The Ecommerce Market in India is expected to post a -27% CAGR between 2019 to 2024

## 7. Conclusion -

Having been in the nascent phase for the longest period, the electronic commerce industry is finally starting to enter the mainstream. The main entrants in this sector are mainly start-ups, which require an influx of cash to follow their business model. Here, the demand for non-restrictive funds comes into play, whose supply, a VC or PE company may best appease. Therefore the need exists to establish the value of that undertaking, using one or several means which are indicative of the effective value.

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