

## TRENDS IN E COMMERCE IN INDIA: A CONCEPTUAL STUDY

**S. Rama Linga Raju**

*BBA 19-22*

*IFIM College (Autonomous), Electronics City, Bangalore*

**Dr. Lakshmi. P**

*Assistant Professor, Department of Management, IFIM College (Autonomous),  
Electronics City, Bangalore*

*lakshmi.p@ifim.edu.in*

### **Abstract**

*E-commerce stands for electronic commerce and performing business online and electronically. The E-commerce has entirely transformed the conventional perception of business. E-commerce deals with buying and selling of goods and services with the help of internet and computer networks. Hence, this research has focused on understanding the growth & development of E-commerce in India and what the current trends in E-commerce are. This research has adopted the qualitative research approach and provides a review of existing literature in order to understand the scope, growth and development of E-commerce in India with the current trends that derives industry growth. Findings of this study further indicate that E-commerce will see rapid and continuous growth in India. These works also find out, E-commerce delivers the several kinds of opportunities to the Retailers, Producers, the People and Wholesalers. E commerce is also expanding through the middle east. Having recorded the world's fastest growth in the internet usage between 2012 -2021, the region is now home to more than 60 million internet users.*

**Keywords:** E-commerce, Retailers, Electronic methods

### **Introduction**

Electronic commerce or E-commerce comprises mainly of the marketing, allocating, Selling, purchasing, and servicing of goods or services over electronic systems like the Internet and other computer networks. Broadly electronic commerce means directing business by means of one of several electronic methods, typically linking internet, computers or both. E-Commerce is not only technology itself, it is related to doing business with the technology. E-commerce is electronic business application and it involves corporate purchasing, value chain integration, supply chain management, e-marketing, online transaction processing electronic fund transfer, etc. Ecommerce makes new opportunities for earning profits through online activities. It helps to generates simply cooperation between sharing information's, different groups, business to develop good customer relations, more personalization, better customer services, build new products or services, etc. With the beginning of information technology the manner we do business has totally changed. It exchanged from traditional commerce to electronic commerce, paper cheque or money to electronic payment system and paper or postal invoice to electronic invoice etc.

### **Future of E- Commerce in India:**

The Internet business area in India is filling quickly in India. The web clients' base in India may in any case be simple 400 million, which is significantly less when contrasted with created countries of the world, yet it is extending step by step. The accelerating growth of e-commerce in India is due to internet penetration and easily available smart phones. Furthermore the favorable demographics and government effort of digitalization is also pushing the growth of e-commerce sector in India. Retail sector is one of the largest growing sectors in India at present, which is expected to grow in future with an increasing rate.

From the year of 2009 to 2021..

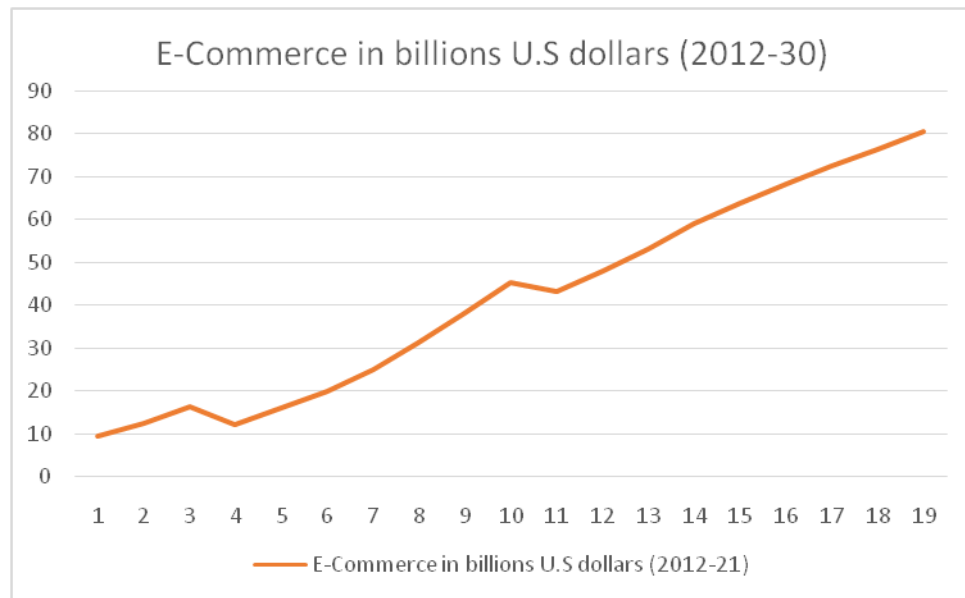
Table No: 1

<b>Year</b>	<b>E-commerce in Billion U.S. Dollars (2012-2030)</b>
2012	9.5
2013	12.6
2014	16.4
2015	12.9
2016	16.8
2017	20.01
2018	24.94
2019	31.19
2020	38.09
2021	45.17
2022	43.13
2023	47.84
2024	53.02
2025	58.93
2026	63.65
2027	68.17
2028	72.37
2029	76.36
2030	80.45

The growth of e-commerce sales from 2015-2021. It is clear from the table and the graph that the e-commerce sale is showing an increasing trend. It was 12.19 Billion Dollars in 2015 which rose to 16.08 in 2016. It is expected to grow with an increasing pace in the coming years also. It is expected to reach at 45.17 Billion Dollars in 2021, which is almost 4 times the sale of 2015.

## Graph

no:1



### E-commerce can be divided into:

- E-tailing or "virtual storefronts" on websites with online catalogs, sometimes gathered c into a "virtual mall"
- The gathering and use of demographic data through Web contacts and social media
- Electronic Data Interchange (EDI), the business-to-business exchange of data
- E-mail and fax and their use as media for reaching prospective and established customers (for example, with newsletters)
- Business-to-business buying and selling
- The security of business transactions

### Applications related to Electronic Commerce:

- Document automation in supply chain and logistics
- Domestic and international payment systems
- Enterprise content management
- Group buying
- Automated online assistants
- Instant messaging
- Newsgroups
- Online shopping and order tracking

- Online banking
- Online office suites
- Shopping cart software
- Teleconferencing
- Electronic tickets

### **Government Regulation:**

The 'Consumer Protection (E-Commerce) Rules, 2020', notified on 23rd July is part of the Consumer Protection Act, 2019. The new norms aim to protect the rights of consumer by establishing authorities for timely and effective administration and settlement of consumers' disputes.

The 'Consumer Protection (E-Commerce) Rules, 2020' will be applicable to all electronic retailers registered in India or abroad but offering goods and services to Indian consumers. (Ingole, 2021) The new rules empower the central government to act against unfair trade practices in e-commerce and direct selling. They require e-tailers to facilitate easy returns, address customer grievances and prevent discriminating against merchants on their platforms.

According to the new rules, the e-commerce players will have to display the total price of goods and services offered for sale along with the break-up of other charges. The new rules mandate that marketplaces as well as sellers would be required to have grievance officers who have to respond in a time-bound manner.

### **Global Trends:**

In 2010, the United Kingdom had the biggest e-commerce market in the world when measured by the amount spent per capita. The Czech Republic is the European country where e-commerce delivers the biggest contribution to the enterprises total revenue. Almost a quarter (24%) of

Among emerging economies, China's e-commerce presence continues to expand every year. With 384 million internet users, China's online shopping sales rose to \$36.6 billion in 2009 and one of the reasons behind the huge growth has been the improved trust level for shoppers. The Chinese retailers have been able to help consumers feel more comfortable shopping online. China's cross-border e-commerce is also growing rapidly. E-commerce transactions between China and other countries increased 32% to 2.3 trillion yuan (\$375.8 billion) in 2012 and accounted for 9.6% of China's total international trade in 2013, Alibaba had an E commerce hand has been slower although the

hand, has been slower although the country's potential remains solid considering its surging economy, the rapid growth of internet penetration, English language proficiency and a vast market of 1.2 billion consumers although perhaps only 50 million access the internet through PCs and some estimate the most active group of e-commerce customers numbers only 2-3 million. E-commerce traffic grew about 50% from 2011 to 2012, from 26.1 million to 37.5 million, according to a report released by Com Score. Still much of the estimated 14 billion dollars in 2012 e-commerce was generated from travel sites [7; 8].

E-Commerce has become an important tool for small and large businesses worldwide, not only to sell to customers, but also to engage them. In 2012, e-commerce sales topped \$1 trillion for the first time in history.

### Discussion:

The rapid pace of e-commerce development has generally left the legal system struggling to keep up and gasping for breath. In much the same way as companies doing ecommerce must invent new business procedures and rules, the legal system is trying to adapt existing laws to fit new settings where it is simply unclear how these laws will apply. In the midst of this legal turmoil, India is one of the few countries across the globe that has enacted an e-commerce legislation. However, much more is needed to effectively regulate the tangled web. Effective risk management strategies coupled with adequate legal documentation will go a long way in protecting e-commerce companies. Although the Internet is a goldmine, without adequate legal protection, it could become a landmine. Nevertheless, with the rapid expansion of internet, e-commerce is set to play a very important role in the 21st century, the new opportunities that will be thrown open, will be accessible to both large corporations and small companies. The role of government should be to provide a legal framework for e-commerce so that while domestic and international trade are allowed to expand their horizons, basic rights such as privacy, intellectual property, prevention of fraud, consumer protection etc are all taken care of.

### Conclusion:

Today E commerce has become an integral part of everyday life. Accessibility to E-commerce platform is not a privilege but rather a necessity for people, particularly peoples who are staying in urban areas. Due to fast adoption of internet enabled devices like Smartphone and Tablets, we have seen an unparalleled growth in Ecommerce. The telecommunication technology has completely changed the way of our living, communication methods, shopping etc. It has a huge impact on how we communicate with friends and relatives how we travel, how we access the information and the way we buy or sell products and services. The growth of Ecommerce volumes in India is attracting the attention of players around the globe. E-commerce creates new opportunities for business it also creates new opportunities for education and academics. It appears that there is tremendous potential for providing E-business education.

### References

- Ingole, A. V. (2021). E-commerce revolution: Contemporary challenges of legal regulation. *International journal of economic perspectives*, 15(1), 309-319.
- Bernstein, S. E., Amirkhani, E., Werb, D., & MacPherson, D. (2020). The regulation project: Tools for engaging the public in the legal regulation of drugs. *International Journal of Drug Policy*, 86, 102949.
- Dasih, I. G. A. R. P., Triguna, I. B. G. Y., & Winaja, I. W. (2019). Intercultural communication based on ideology, theology and sociology. *International Journal of Linguistics, Literature and Culture*, 5(5), 29-35.
- Lukman, .-. , Abdulhak, I., & Wahyudin, D. (2016). Learning model development to improve students' oral communication skill: (a research and development study on english as a foreign language (EFL) subject in all junior high schools in north of lombok, west nusa tenggara province). *International Journal of Linguistics, Literature and Culture*, 2(2), 147-166.

Malhotra, D. (2016). Globalization and E-Commerce in India: Issues and Challenges. Available at SSRN 2759762.

Mingaleva, Z., & Mirskikh, I. (2013). The problems of legal regulation and protection of intellectual property. *Procedia-Social and Behavioral Sciences*, 81, 329-333. <https://doi.org/10.1016/j.sbspro.2013.06.437>

Mitra, A. (2013). E-commerce in India-A Review. *International journal of marketing, financial services & management research*, 2(2), 126-132.