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## E-Commerce in India: Present Status and Challenges

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### Abstract

*E-Commerce is one of the fastest growing segments in the Indian economy. Ecommerce is the future of online shopping. Ecommerce is also one of the business opportunities that will have enhanced in the global market. Ecommerce provide multiple benefits to the consumers while purchasing goods and services such as lower cost product, wider choice, save time, payment option, and instant delivery, etc. Ecommerce industry has registered impressive growth in the last five years. Ecommerce and digital shoppers' metrics has showed retail ecommerce sale in India 32.70 US billion dollar at the end of year 2018. There are wonderful opportunity of growth in ecommerce in future also. But there are certain challenges which need to be addressed properly. Present paper is an attempt made to study the present status of ecommerce in India, study the challenges of ecommerce and view the future ecommerce in India.*

**Keyword**-E-Commerce, Online, Retail, goods and services.

### Introduction

Electronic Commerce has unleashed yet another revolution which is changing the way business buys and sells products and services. It is associated with buying and selling of information, products and services over computer communication networks. E-Commerce is more than buying and selling goods and services online or transmitting of funds or data over an electronic network it includes the integral process of marketing, delivering, developing, sailing, serving and paying for products and services. By E-Commerce the exchange of information related to the Purchase and sale of goods and services of the various online Shoppers and customers who is doing business online or through electronic communication and digital information technology. E-commerce is the new 4th generation business system that gives the traders, merchant's online shoppers a huge opportunity to cut cost while improving the quality of goods and services and increasing the speed of service delivery. E-Commerce has become an important tool for small and large businesses worldwide not only to sale to customers but also to engage them since 2000 to 2014 the online purchasing was very slow because of less number of mobile holders and internet users due to lack of internet facility and awareness in public for the last 14 years customers are not sure about the online transaction security and delivery of goods. But now the situation has changed and the E-Commerce industry is growing rapidly in our country. According to E-Commerce and digital shopper Matrix, 2018. Retail E-Commerce sales was 32.70 billion dollar it is more than tripled since 2015.

**Definition** "E-Commerce is the buying and selling of product and services by business and



consumer over the internet".

**According to WTO define e-commerce –**

"E-Commerce is the production, distribution, marketing, sales or delivery of goods and services by electronic means".

**Objectives of the present paper the present paper –**

- 1) To study the model of e-commerce.
- 2) To study the present status of e-commerce in India.
- 3) To study the e-commerce challenges in India.

**Research methodology-**

The present study is based on entirely secondary source secondary source of data which is collected through articles, magazines, newspapers, websites, books and journals etc.

**Types of e-commerce model-**

- 1) **Business to Consumer:-** when a business sales goods and services to an individual consumers over the internet B2C is the most common model of e-commerce. E.g. you buy a smartphone from the online retailers, Shoppers like Amazon, Flipkart, Snapdeal, etc. All the online Shoppers are displayed their products and services on their websites or Apps and the consumer can order the product and service directly on their websites or Apps.
- 2) **Business to Business:-** When a business sells products or services to another business / companies over the internet. E.g. A business sale software as a service for other business to use. In other words a machine manufacturing companies sale machine to other company for their personal use.
- 3) **Consumer to Business:-** When a consumer sales his own products or services to a business or organization e.g. A farmer sale his potatoes through internet to the potatoes chips maker company.
- 4) **Consumer to Consumer:-** When a consumer sells goods or services to another consumer another consumer. C2C e-commerce model provides an innovative way to allow consumers to interact with each other e.g. A consumer sales his old furniture on OLX, eBay, quicker, other retailing Apps and websites to another consumer.

**E-Commerce facilitates the growth of online business-** It is categorized as follows-

- online marketing
- online advertising
- online sales
- online building
- online payments
- product delivery
- product service

**Present status of e-commerce in India**

The electronic data processing (EDP) era was 1955 to 1974

The management information system era (MIS) 1975 to 1994

The internet era was 1995 to 2041 and recent 3G/4G Upcoming 5G

E-Commerce has started since 1996 which designs the first commercial website that is rediff.com the cost and speed of internet was the limiting factor for the growth at that time. Last five years have seen a rise in the number of companies enabling e-Commerce technology and the internet in India. E-Commerce has rapidly increased in India from 2014-15 to the current year 2019. The number of mobile phone internet users in India from 2013 to 2017 where 730. 7 Millions, smartphone users in India 2018 were 340 million. Year- on -Year growth is the highest in the world. The smartphone users will continue Rise in India. Between 2019 to 2022 the number of smartphone users in India is predicted to reach 468 million. According to internet and mobile Association of India (IAMAI) and Market Research Firm (IMRB) the number of mobile internet users in India is estimated to reach around 360 million by June 2019 with the better growth rate of in rural India at much higher than urban India. Now the recent position indicates more than 40% peoples are using internet on mobile phones. Despite India is the second largest internet user country in the world. At present everyone is using Google, Facebook, and Twitter, WhatsApp and so many retail apps and websites only because of internet revolution in India. According to Google India there were more than 35 million big and small online Shoppers in India in 2014 and after 4 years the number the number of online Shoppers 120 million in 2018. During 2018 electronics is currently the biggest contributor to online retail sales in India with a share of 48% into the market. E-Commerce in India revenue in the E-commerce market amounts to US dollar 27.339 million at the beginning of January, 2019.

**Online retail sales in India-2009 to 2018**

Year	Sales in Billion US Dollar
2009	3.8
2010	5.9
2011	6.3
2012	7.9
2013	8.9
2014	13.6
2015	16
2016	20.7
2017	24.7
2018	32.7

**Source:** ASSOCHAM India, deloitte.com/in

Table 1 highlights the growth of e-commerce sales in India from 2009 to 2018. It is clear from the table 1 that the E-Commerce sale has rapidly increased in the year 2018. It was 13.6 US billion dollars in 2014 which grown to 32.70 billion dollar. It is expected to grow in the future till 2022. E-Commerce sector in India will be growth 71.94 billion US dollar.

The number of digital buyers in the Asia Pacific region up to 2019 based on factual numbers from 2014 to 2019 over 1.1 billion people in Asia Pacific region are expected to buy goods and services online .



8). Product return, refund- Product which is not satisfactory for the customers tends to get replaced or return. This is another major issue which leads into overall loss in revenue loss of shipment cost and more than all these laws of your reputation.

9). Customer service- Online Shoppers focuses on the website performance ignoring customer relationship and in personal assistant.

### Conclusion

E-Commerce as an alternative marketing channel is making slow but steady progress in India. With the speed of education and increasing number of people becoming Technology friendly, they are slowly gaining confidence in online services. E-Commerce has made the shopping easy. The E-Commerce industry in India is growing rapidly despite many challenges. E-Commerce industry is one of the largest growing industries in India at present the sale of e-commerce industry is expected to touch 329 million instead of 130.4 million in the year 2016. According to a report by Morgan Stanley, India's E-commerce market is expected to touch \$200 billion by 2026 from \$38.5 billion as on 2017. It is clear that in coming years customers will give orders for various products from their homes and their office. E-commerce sector at boom over 120 million consumer to shop online in 2018. Smartphones, tablets and computers, laptops are widely used in India. Now a day's users are eager to do shopping in internet. With the rapid expensive of internet and e-commerce is set to play an important role in next coming years. Now a day's metro cities and urban areas are already using the facility of internet, but in coming years the rural area will also use the facility of internet. Reliance Telecommunication Service Company ( Jio Dan Dana Dan) is working on provides internet facility to the rural area, so the new opportunities will be open for small and big online Shoppers, retailers and businesses which are doing business online. India will make a unique identity in the field of e-commerce

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