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Study of E-Commerce In India

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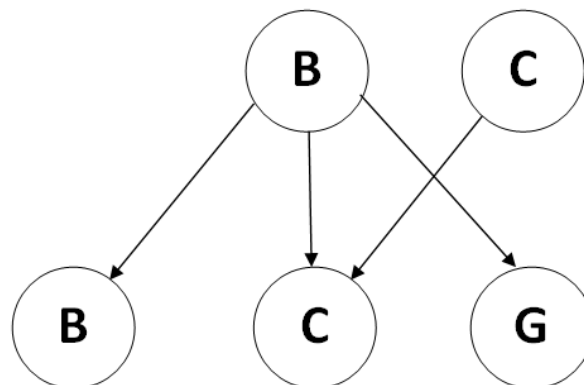
ABSTRACT: On World Wide Web buying and selling of the goods and services especially on the Internet is E-commerce. It is a new way to conduct a contractual relation between the seller and buyer without any physical contact between them. The new word for E-commerce is E-business which is now often used by many people and E-tailing for retail selling. E-commerce made peoples life easy as it had made easier for people to reduce work load of physical work unlike traditional approach of commerce which is carried to make physical effort of a person. In early 1990's , E-commerce (E-business) was started which had taken a huge step in the world of technology, but growth of E-commerce was increased because of security that is provided to end users. Today the important factor for E-commerce is of Security and still the betterment is required for security. The Major advantage for the customers is that they can browse shops online and can compare prices with various platforms and order according to their comfort by sitting at home on their mobile or pc.

KEYWORDS: e-commerce, online retail, e-tailing

I. INTRODUCTION

Electronic commerce or in other words e-commerce is goods buying and selling and services on the Internet. Rather than buying and selling, people use Internet to compare prices of the latest products which are on offer before make at a traditional store or a purchase online. The concern is not only on products but also on transactions that are secured due to all of the reason all are using E-commerce. People choose E-commerce because of convenience, simple, quick and easiness in process. Another term for this process is E-business. Electronic commerce is used to define a large process that how internet had changed the way of companies that how more often they do business and also the way they relate their customers and suppliers ,this also includes the functions like marketing and logistics. it can be accessed by any mobile or computers with availability of internet. The purpose of online shopping is to gain access to as many types of available products on market and also to improve the service of availability which is often provided by service provider. It consists product categories like Clothes, Furniture items , all household items, toys for children's ,hardware items ,etc.

TYPES OF E-COMMERCE





A. B TO B

This is Business-to-Business type in which the two seller and buyer both are businesses. One business provides service to another businesses. In E-commerce world there are many platforms which provides B to B service. Examples are Automobile industries, Alibaba, Indiamart, etc.

B. B TO C

This is Business to Consumer type in which the Businesses have a direct relation to sell their products to the consumers. In today's market this type of E-commerce has major market share. In E-commerce there are many platforms which provide B to C service. Examples are Amazon, Flipkart, Myntra, shopclues, snapdeal, etc.

C. B TO G

This is Business to Government type in which there is business relationship with government. This type of business provide products, services, information to government institutions or agency. Example like construction of road, sewage system, etc

D. C TO C

This is Consumer to consumer type in which consumer directly trade with other consumers. Mostly people use E-commerce platform to trade Examples of C to C are OLX, Quickr, etc.

Features of E-commerce

- A. Availability** – As internet is available everywhere, people can use platform from anywhere where internet access is available through mobiles, ipads, tablets, pc, etc.
- B. Easy to use**– E-commerce platforms are easy to use because of easy user interface
- C. Comparison of items** - Many E-commerce platforms provide these features to compare similar items with your selected product
- D. Payment friendly** – Many types of payment gateways are integrated with E-commerce technology like net banking
- E. Information availability**– platforms contains detail information about the products like dimensions, warranty info, etc.
- F. Good customer support** – E-commerce provides good customer support
- G. Interactivity** – E-commerce platforms allows customer and sellers interaction
- H. Image Quality** – while shopping platform provides good quality of image of the products. This makes shopping experience better
- I. Genuine customer reviews** – Almost all platforms provides review function of products. This provides quality assurance of the products to customer

Benefits Of E-commerce

- A. E-commerce reduces the cost of maintenance and operation.
- B. It reduces the cost of procurement and purchase.
- C. It increases the revenue of companies because of larger markets.
- D. This raises loyalty and retention of customers.
- E. It increases relationship between the customer and supplier.
- F. Transportation cost is reduced .
- G. This develops the company brand and can gain a good image.
- H. Increase in sells.
- I. Customer need not to go to other stores they can order online.
- J. Easy to operate



Negative Points of E-commerce

- A. Lack of system security and reliability.
- B. Poor implementation of E-commerce application.
- C. No one can use application without internet.
- D. Good types of servers are needed to companies to handle huge amount of transactions.
- E. Maintenance cost of servers will be high
- F. Lack of experience to handle ecommerce application.
- G. Trust issues of customers on E-commerce.
- H. Lack of quality assurance which people gain by touching it before buying items example cloths

II. TRADITIONAL COMMERCE VS E-COMMERCE

Traditional commerce	E-commerce
Traditional commerce transactions and operations are done offline	E-commerce transactions and operations are done online through internet
Instant staff support	Staff support takes long time
Infrastructure cost is high in traditional commerce	Less cost comparative to traditional ecommerce
Reach of people is less can be capped to city only	Reach of people is high can be reached in whole country
Return rate is less	Return rate is high
Transactions are secured. Less frauds are done	Transactions are not secured. more frauds are done
Person had to go to a shop to buy items	Person can order items from home
Quality assurance before buying	Less quality assurance
Instant goods delivery	Takes time to deliver goods

III. E-COMMERCE IN INDIA

Growth of E-commerce in india

From last 10 to 15 years as there is rise in internet, Smartphone, the way has been changed of communication and doing business. Now at current time many people use E-commerce platform as the security of the platforms had been increased. People use E-commerce platforms to buy for clothing, healthcare products, pharmaceutical medicines, laptops, TV, electronic items like mobiles, fridge, air conditioners, headphones, etc. As the people are gaining trust in e-commerce platforms in India there is tremendous increase in sales. In India there are many platforms which provide e-commerce platforms some examples are Amazon, Flipkart, Myntra, etc. As these types of platforms provide assurance on products that the products which are sold on the platforms are genuine. They provide many discounts to make people to buy items. This platforms also provides payment security so there will be no loss of money if there's a fail in transaction. Because of all these many businesses are shifting their products from offline to online E-commerce platforms. This all lead to growth of e-commerce in India

Future of E-commerce in India

As country growth is rapidly increasing in India, internet users are also rapidly increasing. Currently around 600 million internet users are there. As increase in user base of internet there is also an increase in E-commerce users and increasing day by day. Because of the safe payment gateways in India people are trusting on E-commerce platforms



and are feeling safe to perform transactions. People get variety of products online rather than offline places. As future cannot be predictable but there will be much increase in the use of E-commerce platforms.

IV. PRECAUTIONS

Precautions to be taken while using E-commerce platform

- A. Choose a trusted E-commerce platforms.
- B. Check SSL security of the platforms.
- C. Check whether platform us https in their url if not, don't make any transactions as on http transactions are not secured
- D. Check whether trusted banks and wallets are integrated for payment
- E. Check reviews before buying products on platforms.
- F. Use strong passwords for login
- G. Check whether domain is genuine or real because many people just create fake domains to do a frauds.
- H. Do not click on any links which are distributed on social platforms unless that links are original
- I. Check return and refund policy of the platforms because some platforms do not provide return and refund
- J. Do not use public wifi for making transactions

V. CONCLUSION

E-commerce is a tremendously great platform to sell and buy products. E-commerce provide benefits both to seller and customers. Buyer gets good experience while buying products because buyer can compare same products prices on different platforms. But people have to take precautions while using platform. The barriers of the E-commerce platform can be removed from time to time so E-commerce has a very bright future.

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