E-COMMERCE IN INDIA: OPPORTUNITIES AND CHALLENGES

Seema Gotwal*

ABSTRACT

The word net flashed several upon the canvas of the mind. Dominant one could also be hundred or thousand of pcs and computer networks connected with one another, exchanging info. E-commerce conjointly called electronic commerce or net commerce refers to the baying and merchandising of products or service mistreatment the net, and the transfer of the money knowledge to execute these dealing. E-commerce is commonly accustomed check with the sale of physical merchandise on-line; however it may also describe any quite industrial dealing that's expedited through the net. E-commerce allows the govt to usually service outside traditional business hours and increase potency and effectiveness furthermore, It afford associate apportunity to access info that may somewhat be troublesome to get, indeed whether or not as a result of it offers unlimited access to additional service, sensible public service, or saving of your time and cash, commerce via the net definitely appears to be a government priority. Info technology has given Republic of India formidable complete equity within the world market. This paper is being told concerning the opportunities and challenges of E- commerce.

KEYWORDS: *Physical Merchandise, E-commerce, Service Mistreatment.*
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Introduction

Last 3 decades have witnessed advances in 3 areas- engineering, telecommunication technology,and code and knowledge technology - that area unit dynamical lives in manner scarcely imaginary before,new suggests that of exchanging info and transacting business area unit reworking several aspects of social and economic organization. These trendy technologies area unit being combined, particularly through the net, to link million folks in each cornes of world.

E-commerce, additionally kwon as electronic commerce or net commerce, refers to the shopping for and marketing of products or services victimisation the net and transfer of cash and information execute these transactions. E-commerce is usually accustomed consult with the sale of physical product on-line, but it may also describe any quite industrial dealing that's expedited through the net. Whereas e-business refers to all or any aspects of operational a web busniss,e-commerce refers specifically to the dealing of products and repai**r.**

History of Ecommerce

The history of e- commerce began forty years past and continues to the current day, with new technologies, innovations and thousands of companies coming into the web market annually. Within the Seventies, electronic information interchange and craft sealed the means for contemporary ecommerce stores. The history of ecommerce is intimately connected with the history of the net. On-line looking became attainable only if the net was opened to the general public in 1991. Amazon.com was one amongst the primary ecommerce sites within the North American country to start out mercantilism product on-line and has since followed thousands of companies.

*   Assistant Professor, Department of Business Administration, SPC Government College, Ajmer, Rajasthan, India.

The convenience, security and user expertise of ecommerce has steady improved since its origination. On-line looking was made-up and pioneered by Archangel Aldrich within the UK in 1979. They connected a changed home TV to a period multi-user dealing process laptop via a phonephone line. The selling of the system was initiated in 1980 and offered a preponderantly business-to-business system that was oversubscribed within the Britain, eire and European nation. the primary shopper looking expertise was Book Stack Unlimited, that in 1992 was Charles M. There was an internet store created by Stack. The stack look started 2 years past as a dial-up bulletin board, based by Amazon Jeff Bezos. In 1994, Book Stacks Unlimited went on the net as Books.com and was eventually nonheritable by Barnes & Noble.

Types of E-commerce Models

Electronic commerce can be classified into five main categories. The basis for this simple classification is the parties that are involved in the transaction. So that five basic electronic commerce models are as follows:

- Business to business
- Business to consumer
- Consumer to Business
- Business to Employee
- Consumer to Consumer

e- Commerce in India

Market research agency Cantor IMRB same India's net users square measure expected to register double-digit growth to achieve 627 million in 2019, marketing research agency Kantar IMRB same. Net usage within the country has risen from five billion folks for the primary time to over [*fr1] a billion, driven by rural net development and usage. In its ICUBE 2018 report trailing trends in digital adoption and usage in Asian nation, it noted that the quantity of net users in Asian nation has registered associate eighteen p.c annual growth and is calculable at 566 million as of December 2018, 40 percent. Overall net entry, it absolutely was discovered. It projected double-digit growth for 2019 and calculable the quantity of net users to achieve 627 million by the tip of this year. Out of the full user base, eighty seven p.c or 493 million square measure Indians, outlined as regular users, having access to the web within the last thirty days. There square measure more or less 293 million active net users in urban Asian nation, whereas there square measure two hundred million active users in rural Asian nation.

The Indian e-commerce business is booming at a fast pace. And inside a awfully short time. we've seen several start-up firms operating within the e-commerce section, that square measure one amongst the foremost well-liked international firms in Asian nation to control their e-commerce business. In making ready the list of prime ten e-commerce firms in Asian nation, it's very tough to list the most effective sites. However, we've thought of serious aspects like revenue and designer quality, and after all each site's business model are completely different than others. List of prime ten e-commerce firms in Asian Nations. List of top 10 e-commerce companies in India:

- Amazon.in
- Flipkart.com
- Alibaba.com
- Paytm.com
- Rediff.com
- Indiamart.com
- eBay.in
- Makemgtrip.com
- Bookmyshow.com
- Snapdeal.com

Govt. Plans Ecommerce Boost for 200 Rurai Product

The Ministry of Rural Development has created a gaggle of two hundred things, which is able to be sold-out on e-commerce platforms together with the government's e-marketplace (GeM). The ministry has teamed up with Tata Trusts to line up a non-profit organization below Section twenty five of the businesses Act to produce skilled help to rural artisans to sell their product globally. Consistent with the

senior government authority, "they area unit establishing bunch or producer firms by getting people WHO create similar items". for instance, some handicrafts and loom things, for instance, Madhubani paintings from state, social group paintings from Jharkhand, terracotta objects from Rajasthan and Tussar silk textiles from Bhagalpur, that area unit created by rural artisans, largely ladies entrepreneurs, currently sold-out through Amazon and on-line. Flipkart Within the second term of the Narendra Modi government, the govt is presently fast to require the initiative as a locality of the 100-day set up. Things known by the govt could embrace letter paper things, like folders, pen holders, and gift things. The attempt to guarantee featured product on e-commerce platforms involves partaking knowledgeable photographers and content writers with a story to advise them to charm to patrons.

E-commerce Opportunities

- Low operational cost
- World wide presence of year product
- Instant feedback
- Digital marketing facility
- Affiliate and email marketing
- Detailed analytic report
- Fascinate customers with instant sales and offers
- Reduced labour costs
- Better customer service and support
- Improved profit margins through automated supply chain management
- Increased efficiency and accuracy through automated order processing, inventory control billing, shipping and so forth.

E-commerce Challenges

- Finding the right products to sell
- Attracting the perfect customer
- Generating targated traffic
- Capturing quality leads
- Nuturing the ideal propects
- Converting shoppers in to paying customers
- Retaining customers
- Achieving profitable long term growth
- Choosing the right technology & partners
- Attracting and hiring the right people to make it all happen
- Legal and regulatory challenges

Conclusion

E-commerce is ever-changing the scale of competition, speed of action and nature of leadership. Within the new millennium, the web, and also the wed are the key business drivers. Intense competition and new opportunities ar golf shot pressure on firms to form e-commerce / e-business models that ar versatile, quick paced and client centered. E-commerce has become a awfully effective suggests that to succeed in the market at the smallest amount attainable value and new time to require advantage of the worldwide offer chain and its major role in technological, social and economic development. Rendering services victimisation the web. This ends up in the transformation of vital business processes through the employment of net technologies to contour the business model, making savings and increasing potency. Its special stress on reducing prices and establishing a lot of sensitive relationships with customers provides and partners. The web is within the method of revival of e-commerce worldwide.

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