

e-COMMERCE IN INDIA: A COMPREHENSIVE OUTLOOK

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ABSTRACT

This study aims to investigate a comprehensive view of e-commerce. It also explores the components, usages, various types of prospects, opportunities and challenges of e-commerce in India from the perspective of the universal economy. The article has used secondary data extensively. It divulges that the speed of growth of e-commerce in India is satisfactory with the spread of training and expanding the number of individuals turning out to be innovation benevolent, they are gradually picking up trust in online administrations. Infrastructural bottlenecks, monetary uniqueness, weaknesses of the installment door frameworks, deficient lawful systems are provoking that should be tended to by all partners to advance online business in the nation.

Keywords: e-Business, Virtual Portals, Web-Clients, B2B, B2C.

Introduction

E-commerce is transforming the traditional means of online shopping, and today it goes much beyond a mere platform for interlinkages of different services. It entails enabling real-time business operations in the form of online flight reservations, provisioning of social services, acting as secured online payment gateways, etc. The implementation of Information, Communication & Technology (ICT) along the entire chain of enterprises tends to benefit the traditional businesses in the long run. E-commerce model can be adopted wholly or partially depending upon the needs of the business objectives and market dynamics. Having understood the modalities of E-commerce, it is necessary to understand the technology platform on which E-commerce is based. The decision for the type of platform for online businesses is of paramount importance; it will directly impact the consumer experience, shopping procedures (viz, search, order, and check-out in online shopping), and management of daily orders.

Components of e-commerce Business

For Society

With the utilization of web-based business irregularities in copyright, the executives also, control are expanding.

- Half of the web clients have joined the online networking bunch on the web.
- Enormous online vendors acknowledged internet deals tax assessment.
- Problems in content administration and guideline control expanded.
- Internet interchanges were examined more than previously.
- Commercial and administrative security was dealt with additional.
- Problems, for example, web extortion and misuse cases expanded.
- Privileges of public discourse and building online relationships.
- Online spams increase with the innovative technologies.

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Business Concern

- New business techniques and web users have expanded the benefits of on the web destinations.
- Many organizations have embraced online organizations. This include online music, e-books, online gaming, web marketing, Over the Top (OTT) services, cloud services online ticketing services.
- The primary zones of internet business development particularly are travel, data clearinghouses, amusement, retailing, machines, and home decorations.
- The destinations like Amazon, eBay, and recommendations created by huge businesses are utilized by Small organizations and business people.
- Supply chain exchanges in B2B and joint trade is expanding.

Technology

- The technology is changing with rapid pace. New wireless technologies such as Wi-Fi, Li-Fi, 4G, 5G, are supplanting the traditional means of communication.
- An innovation was produced for broadcasting for radio and client produced analysis.
- The use of broadband services has become basic need for households and organizations. Due to the economies of scale, the cost has decreased drastically.
- RSS (Really Simple Syndication) helps clients web-based devices access regular updates in standardized format.

Review of Literature

Sarkar Aniruddha (2017) examined that e-commerce has a lot of basic of information security in e-business exchanges where the gatherings have essentially utilized the charge and Visas to satisfy the exchanges on the grounds that such a significant number of digital programmers are continually attempting to break the security of the exchanges and hack the passwords of charge and MasterCard numbers with the goal that they can burglary cash from accounts. Salunke and Chaudhari (2017) portray the effectiveness of the Recommender Systems in several web-based settings. Some of the essential techniques are collaborative & knowledge-based filtering, content-based technique; hybrid algorithm, weblog file algorithm and case-based reasoning. The paper focusses on the use of various techniques for the recommendation and issue system.

Kbilashvili David (2018) highlights the wine industry considering the non-traditional purchasing decision of wine consumers, correlating the advantages & disadvantages of E-commerce and attributes of contemporary wine consumers. In particular, the work delineates the relationship of cryptocurrency in B2C online shopping.

Hazarika Ankur and Chakravarty (2018) studied the interrelationship among the system of exchange, the sender, and the beneficiary without compromising the data security. Using web-based businesses as a method of exchange promotes more transparent communication with people, organizations, and related parties. The framework of internet businesses needs to be significantly open and organized to safeguard business secrecy. Kumar and Rathore (2019) conclude that E-Business correlates to the use of the internet or online services to enhance business objectives. However, an E-Business is not necessarily a "strict" online entity. It may also have a physical or offline presence in the form of brick & mortar shop. Moreover, E-Business relies not only on the internet; instead, it may also leverage intranet or extranet to extend business objectives. On the contrary, E-commerce refers to the use of the internet to exchange goods and services between business providers and end-user.

Singh Raj Kumar (2019) claims the benefits of the online business over the traditional enterprises. An online business enables the goods and service provider to remain open for 24 x7 and 365 days a year. E-commerce's different types of business models offer a wide variety of options to enterprises such as B2G, B2C, B2B, G2G, etc.

Lahkani Marjaneh Jahangiriet al (2020) portrayed that data innovation headways incorporated with the internet business permit members of different enterprises to work with a large quantum of information successfully. Blockchain technology helps improve the productivity and effectiveness of internet businesses using B2B (Business-to-Business) orientation. Dutta Pankaj et al (2020), carried out detailed study of recycling centers, customer markets, delivery hubs, warehouses, landfills and incineration centers. Various innovations are considered in conveyance center points and mother distribution centers which could bring about a more effective method of moving and preparing items.

Research Methodology

The present paper is a theoretical study based on broad research for which secondary source of information has been compiled. These sources include magazines, journals, publications, annual reports, and books.

Objectives of the Study

The research aims at the following objectives:

- To study the various types of e-commerce initiatives that happened in the recent past.
- To find out the usages, functions, and services of e-commerce.

Usages of e-Commerce

The use of computerized advancements by business firms to meet their business objectives is called E-Business. Moreover, E-Business can also use offline infrastructure in addition to online presence. Such flexibility in operations makes E-Business more effective and efficient than internet-based businesses. Web-based businesses are the future of tomorrow, providing enormous potential in terms of scalability, innovation, outreach, affordability, and accessibility. E-Business has left an indelible impact on the entrepreneurial approach in achieving business goals in the 21st century.

The customary procedure of showcasing and deals was an extensive procedure of selling and promoting. Marketing required long haul item perception of the clients. In the traditional way of selling, the goods and service provider's outreach was constrained by the geographical limits and cost & quality benchmarks. The data unavailability led to the data asymmetries in the market, benefitting a few and restricting others. It is challenging to alter the national or territorial costs in the conventional business model. The cost entails basic component (basic cost) and variable components i.e. cost of same product from different sellers across the country. But the advent of internet-based businesses has helped the enterprises minimize the local costs to a large extent.

Types of e-Commerce

Essentially internet business implies business exchanges on the net. Contingent upon the kind of business exchange web-based business can be categorized as

- **Electronic Markets:** It is a virtual space where buyers and sellers meet to exchange goods or services and do business. For instance, Amazon and Walmart are examples of Electronic markets.
- **Electronic Data Interchange (EDI):** EDI is an electronic interchange of business information from computer to computer, that was traditionally done on paper. It generally shares the bills and invoices and other trade related important activities in the standardized format
- **Internet Commerce:** It is the use of internet for conducting the business operations. It can be in the form of B2B, B2G, G2G, etc. the buyers and sellers are using the internet as a medium for exchanging business items.

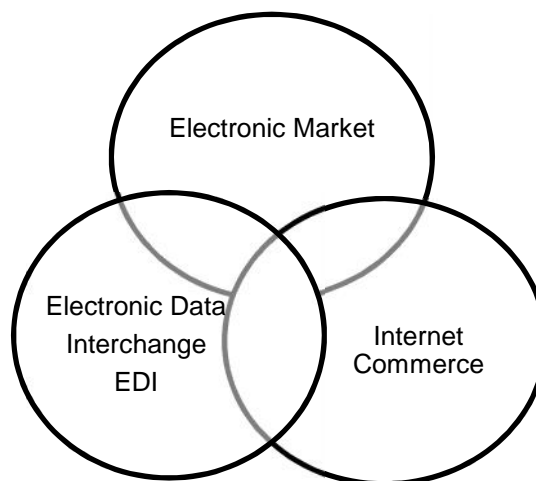


Figure 1: Three Categories of E-Commerce

Services under E-Commerce

Web-based business exchanges can be and large sort in the following classes:

- **Business-to-Business (B2B)**

Under this, the business communicated with the other business, which in turn is connected with the consumer. Exchange through online B2B gateways expands the perception of MSMEs in the commercial center and encourages them to defeat obstructions of time, correspondence, and geography. For instance, upon the consumer's request, the distributor can place a request to another distributor to fulfill the consumer demand.

- **Business-to-Customer (B2C)**

The B2C advertise in India creates the main part of incomes over the buyer confronting models of internet business. Moreover, online travel has ordinarily held significant portions of the B2C advertising; online retail is likewise developing quickly and is relied upon to altogether build its offer. Under this arrangement, the business and the client are connected directly. The consumer can file a request on the website of service provider. The business responds to the client by intimating the product's status electronically and sends regular status updates until the order is fulfilled.

- **Customer to-Customer (C2C)**

C2C facilitates communication among the customers by using a common platform where different customers can meet. Different consumers can use the common platform electronically for leasing room, vehicles, private property or sell the same. The platform can charge a fees for facilitating the virtual meeting among the buyers. Every customer is free to contact each other on the platform, provided the platform provider facilitates such a meeting. India's C2C advertise. However, as of now little is set to develop with the section of a few players. These participants are pulling in funding speculation. Their online entries are likewise collecting critical traffic. We expect the C2C fragment to show quick development in the coming years.

- **Buyer to-Business (C2B)**

In this model, a consumer can sell the product or services directly to the organization. It is against the traditional business model, under which the flow of information was unidirectional, i.e., from business to consumer. C2B benefits businesses by getting insights about the product feedback directly from consumers, and consumers may benefit from the low price of the product offered to them. Such a model is catching more attention in the form of YouTube reviews of products by famous reviewers.

- **Business-to-Government (B2G)**

This model in the modification of the B2B model, wherein business is now selling directly to the government. In the wake of Public-Private Partnership (PPP), B2G models are gaining traction by providing their technical expertise in delivering public service.

- **Government-to-Business (G2B)**

In this model, the government goes near the business and provides a solution to their business-related issues. The best example is the government portal/website where businesses file their tax returns.

- **Government-to-Resident (G2C)**

This model is most effective in providing public services directly to the citizens. As the government is the service provider and the citizens are consumers, there are no middlemen in the transaction. For instance, the G2C model is used in providing birth certificates, death certificates, marriage certificates or any other public service. As the government is directly in contact with the consumers, this helps minimize the transaction cost and time. There are such huge numbers of exchanges that happen in web-based businesses like online travel, online retail exchanging, online classifieds, advanced downloads and money-related administrations, and so forth.

Challenges and Security of E-commerce

The internet is open to all, and anonymity offered, further cloaks the identity of the users. It is vulnerable to data thefts, especially in the B2C model, Small Medium Enterprises (SMEs) are liable to data-related frauds.

Due to the technology framework asymmetry in society, all individuals cannot equally benefit from the internet. Moreover, big corporate giants rely more on internet commerce, whereas small traders don't enjoy such technological privileges.

The security of the business from cybercrimes is of paramount importance. The public infrastructure is not robust enough to withstand the threats of cyber attacks such as malware, ransomware, virus, etc. The virtual network creates an environment wherein identity fraud is easily doable. It becomes more insecure when the internet-based services involve monetary exchanges in B2C and B2G models.

The lack of legal and statutory backing to many businesses operating online endangers the existence of legitimate web-based enterprises over the internet. The ethos of internet culture needs to be engendered in the corporates and MSME before jumping onto the bus of *Virtuality*. Internet is global, cutting across geographical boundaries, but there exists a gap in national laws governing web-based organizations.

Conclusion

The advancement of e-Commerce is transformational in shaping the future of enterprises. Its relevance in today's world which is a *Global Village*, cannot be stressed out more. More connected business means the lesser will be the cost of the transactions; thus, the end-user tends to gain from the web-based organizations. However, the road ahead needs to be traversed with caution, as the anonymity of the internet impairs the security scenario. At most, E-Commerce or E-Business can aid and enhance the effectiveness of the enterprises. Still, it cannot be a substitute for good governance and sound corporate governance practices. The mix of governance practices and web-platform is the recipe for success for future entrepreneurs. Nevertheless, the opportunities offered by the internet need serious consideration, provided the challenges and threats are addressed adequately. The growth prospects of e-Commerce in India is more than \$1 trillion in the next few years. The paper attempts to enlighten the different models that India can exploit to its advantage in quest of achieving the target of \$5 trillion economies by 2025.

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