



A Study of E-Commerce in India

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❖ Introduction:

E-commerce/ electronic commerce or EC is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. These business transactions occur either as business-to-business, business-to-consumer, consumer-to-consumer or consumer-to-business.

Ecommerce refers to the paperless exchange of business information using electronic data interchange, electronic mail, electronic fund transfer, world wide web and other network base technologies.

❖ Objectives of the Research paper :

1. To Understand, E-Commerce.
2. To Assess Needs of E-Commerce in India.
3. To Study Importance of E-Commerce in India .
4. To Study of Limitations of E-Commerce in India

❖ Types of E-Commerce system:

E-Commerce system is very important in current business organization. This system has various aspects. The following types are found in current arena.

There are six types of e-commerce system as follows:

1. Business-to-Business (B2B)
2. Business-to-Consumer (B2C)
3. Consumer-to-Consumer (C2C)
4. Consumer-to-Business (C2B).
5. Business-to-Administration (B2A)
6. Consumer-to-Administration (C2A)

❖ **Importance of E-Commerce:**

E-Commerce is the online buying and selling process which is extremely important in our daily life now. The foremost reason behind the growth of Internet users besides social media is e-commerce. E-Commerce is at the heart of the Internet and e-commerce is as important as a heart is for a body.

The importance of e-commerce are following -

❖ **Availability of staff**

The company must have high skilled, experienced & professional enough no. of staff available with them to handle & manage your project properly. There should be few account manager assigned to your company to handle & address your queries & concerns.

❖ **Deep knowledge**

Be it general web development or ecommerce web development, the team responsible for design & development of the website or portal must be well versed with networking, latest technology, programming, software development & SEO tactics to create a user friendly & SEO friendly website.

❖ **Responsible**

Besides having sound and versed workers, the company must have an ability to take the responsibility of the client, by keeping in mind about the client's requirements. So it is important to check its credibility by previous clients

❖ **Delivery of product**

There must be a proper and on-time delivery of the products, in order to maintain the long relationship with their clients and make them happy at all times. So punctuality & timeliness of the company needs to be checked.

❖ **Round the clock service**

E-commerce provides us round the clock services at all times even in midnight. So the customers do not require visiting a physical market if they need something during the night. It is the most convenient option for the people who are usually busy with their working schedules. So it helps you to be available for your customer 24*7

❖ **Convenience**

Sometimes, the question arises that why do you use e-commerce website for online shopping? The most prominent answer to this question is convenience. One person can shop, buy and sell products while sitting at home at anytime

❖ **Business promotion**

E-commerce is directly link to your business promotions, as it is the age of digital media. Making your business available online is crucial to your business development such as, highly convenience, wide exposure, global customer, easy to run, etc. and it will help in creating a strong & global brand image for your business.

❖ **Objectives of E-Commerce:**

E commerce business is a huge term which includes any type of business or fund transaction over the internet. Most of the people used to say e commerce as the “online shopping ” because it offers you to buy and sell anything over the World Wide Web. You can elaborate your business with your own decisions.

1. High reach ability –

The main objective and at the same time need is traction on your web store. Of course if you are selling products online what you require are customers. If you are getting good reach ability then your business will definitely grow. Therefore one of the objective is high reach ability.

2. High Conversions-

People are coming on your web store and purchasing something then it will calculate as conversions and from the number of people who are buying stuff from your web store we can calculate the conversion rate.

3. Customer Satisfaction-

Customer is the main part of any E-commerce business so its very important to make your customer happy and satisfied. By providing quality and desirable products, on time delivery, 24*7 customer support, and timely sale & best deal offers you can make your customer happy. It is one of the main objectives of E-commerce.

4. Social popularity –

Unless and until you are not famous and popular among people you cannot establish your brand. social presence with Digital Marketing is essential for any E-commerce business.

5. Save Time-

E-Commerce provide fast transaction ability and it may useful to save more time every transaction

❖ Limitations of E-Commerce

1. Security:

The biggest drawback of e-commerce is the issue of security. People fear to provide personal and financial information, even though several improvements have been made in relation to data encryption.

2. Lack of privacy:

Many websites do not have high encryption for secure online transaction or to protect online identity. Some websites illegally collect statistics on consumers without their permission.

3. Tax issue:

Sales tax is another bigger issue when the buyer and seller are situated in different locations.

4. Fear:

People fear to operate in a paperless and faceless electronic world. Some of the business organizations do not have physical existence, People do not know with

whom they are conducting commercial transactions. This aspect makes people to opt physical stores for purchases.

5. Product suitability:

People have to rely on electronic images to purchase products. Sometimes, when the products are delivered, the product may not match with electronic images.

6. High Labour cost:

Highly talented and technically qualified workforce are required to develop and manage the websites of the organization. Since internet provides a lot of job opportunities, business organizations have to incur a lot of expenses to retain a talented pool of employees.

7. Legal issues:

The cyber laws that govern the e-commerce transactions are not very clear and vary from country to country.

❖ **Conclusion:**

After careful observations, it has come to conclusion that e-commerce has indisputably become an important part in our society. The world wide web is play important part in our daily lives .E-Commerce is very essential to grow any business in current stage, because this feature leads current business activities most.

❖ **Ref. books**

- 1) Business environment and Enterprenarship (Author: Dr. Vinit V. Rokade)
- 2) e-Business: Roadmap for Success (Addison-Wesley Information Technology Series)
- 3) Modern Banking(Dr. R. Rasal, Prof. S. Sovani, Dr. Subhash Patil, Success Publication)
- 4) Business Administration and Management. (S. C. Saxena ; sahitya Bhavan, Agra.