

## **Issues and Outlook of E-Commerce in Indian Perspective**

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**Abstract:** *E-Commerce is associated with Online transaction, Over most recent couple of decades the prevalence of web based business has hugely expanded because of its speedy and advantageous method for trading products worldwide .E-Commerce provides multiple benefits to the consumers in the form of availing products at lower costs by saving time. The present study is outcome of a review of various research studies which examines different opportunities of E-Commerce. It endeavors to clarify the idea of web based business, plans of action for web based business, benefits and confinements of web based business, different patterns in web based business and difficulties before online business. It infers that online business offers a few advantages to the different partners. Many companies, organizations in India are beginning to take advantage of the potential of E-Commerce. critical challenges remain to be overcome before E-Commerce would become an asset for common people Consequently we ought to prepare ourselves to give warm welcome to internet business which is a conspicuous result of globalization and mechanical upset the world over.*

**Keywords:** *Online, Consumers, Organizations, Internet, Globalization.*

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### **I. INTRODUCTION**

E-commerce as anything that involves an online transaction. This can range from ordering online, through online delivery of paid content, to financial transactions such as movement of money between bank accounts. In its most straightforward shape online business is the purchasing and offering of items and administrations by organizations and shoppers over the Internet. Web deals are expanding quickly as buyers exploit bring down costs offer by wholesalers retailing their items. This pattern is set to fortify as sites address purchaser security and protection concerns. Since a decade ago the prominence of web based business is hugely expanded because of quick and advantageous method for trading products and enterprises both territorially and all around. Presently a-days it has turned into the virtual principle road of the world. Today, internet business has developed into a gigantic industry.

### **II. GROWTH OF E-COMMERCE**

Today, the market place is flooded with several e-commerce options for shoppers to choose from. A variety of innovative products and services are being offered spoiling customers for choice. Online shopping is no more a privilege enjoyed by your friends and family living in the US or UK. Today, it is a reality in India. In the last couple of years, the growth of e-commerce industry in India has been phenomenal as more shoppers have started discovering the benefits of using this platform. There is enough scope for online businesses in the future if they understand the Indian shopper's psyche and cater to their needs. Indian e-commerce industry has evolved over a period of time with innovations that have changed the rules of the game globally. Cash on delivery (COD) is one such example. In a country where credit card penetration is much lower than other developed markets and where e-commerce companies are still working hard to build trust among shoppers, introducing cash on delivery has been one of the key factors for the success of the segment. At present, COD is the preferred payment mode for close to 55-60% of all online transactions in the fashion and lifestyle segment in India. COD is here to stay owing to its convenience and its cultural affinity and will be a major part of payment mechanisms for at least the next four to five years. Executing COD efficiently and painlessly for the customer is critical to the success of any e-commerce player in the country.

### **III. OBJECTIVES OF THE STUDY**

The objectives of the study are as follows.

1. To Identify internet related business opportunities
2. To understand the concept of key enabling technologies.
3. To study the Pros and cons of online business.
4. To study the different trends in web based business.
5. To study and understand the practical skills in management issues that bridge technical and non technical sides of business.

#### **IV. METHODOLOGY**

The present study is reasonable overview with exploratory cum spell binding in nature. It depends on the investigation of optional information. The optional information is benefited from different diaries, web, and books.

#### **V. REVIEW OF LITERATURE**

An attempt has been made to put forward a brief review of literature based on few of the related studies undertaken worldwide in the area of e-commerce as follows.

Elizabeth Goldsmith and Sue L.T. McGregor (2000) analyzed the impact of e-commerce on consumers, public policy, business and education. A discussion of public policy initiatives, research questions and ideas for future research are given.

Andrew D. Mitchell (2001) examined the key issues that electronic commerce poses for Global trade, using as a starting point the General Agreement on Trade in Services (GATS), the World Trade organization (WTO) agreement most relevant to e-commerce.

Nir B.kshetri(2001) This paper attempts to identified and synthesized the available evidence on predictors of magnitude, global distribution and forms of e-commerce. The analysis indicated that the twin forces of globalization and major revolutions in ICT are fuelling the rapid growth of global e-commerce.

Jackie Gilbert Bette Ann Stead (2001) reviewed the incredible growth of electronic commerce (e-commerce) and presented ethical issues that have emerged. Security concerns, spamming, Web sites that do not carry an "advertising" label, cybersquatters, online marketing to children, conflicts of interest, manufacturers competing with intermediaries online, and "dinosaurs" were discussed.

Mauricio S. Featherman, Joseph S. Valacich & John D. Wells (2006) examined whether consumer perceptions of artificiality increase perceptions of e-service risk, which has been shown to hamper consumer acceptance in a variety of online settings.

Young Jun Choi<sup>1</sup>, Chung Suk Suh(2005)examined the impact of the death of geographical distance brought about by e-marketplaces on market equilibrium and social welfare. Prithviraj Dasgupta and Kasturi Sengupta(2002)examined the future and prospects of e-commerce in Indian Insurance Industry.

#### **VI. IMPORTANCE OF E- COMMERCE**

1. Exploitation of New Business: Broadly speaking, electronic commerce emphasizes the generation and exploitation of new .business opportunities and to use popular phrases: "generate business value" or "do more with less".
2. Enabling the Customers: Electronic Commerce is enabling the customer to have an increasing say in what products are made, how products are made and how services are delivered (movement from a slow order fulfillment process with little understanding of what is taking place inside the firm, to a faster and more open process with customers having greater control.
3. Improvement of Business Transaction: Electronic Commerce endeavors to improve the execution of business transaction over various networks.
4. Effective Performance: It leads to more effective performance i.e. better quality, greater customer satisfaction and better corporate decision making.
5. Greater Economic Efficiency: We may achieve greater economic efficiency (lower cost) and more rapid exchange (high speed, accelerated, or real-time interaction) with the help of electronic commerce.
6. Execution of Information: It enables the execution of information-laden transactions between two or more parties using inter connected networks. These networks can be a combination of „plain old telephone system“ (POTS), Cable TV, leased lines and wireless. Information based transactions are creating new ways of doing business and even new types of business.
7. Incorporating Transaction: Electronic Commerce also incorporates transaction management, which organizes, routes, processes and tracks transactions. It also includes consumers making electronic payments and funds transfers.
8. Increasing of Revenue: Firm use technology to either lower operating costs or increase revenue. Electronic Commerce has the Potential to increase revenue by creating new markets for old products, creating new information-based products, and establishing new service delivery.

#### **VII. LIMITATIONS OF E-COMMERCE**

1. Security: Security keeps on being an issue for online organizations. Clients need to feel sure about the uprightness of e-merchants and the installment procedure before they focus on the buy. There are dangers of hackings and cybercrimes as well.
2. System and Data Integrity: Information insurance and the trustworthiness of the framework that handles the information are not kidding concerns. PC infections are widespread, with new infections found each day.

Infections cause pointless postponements, record reinforcements, stockpiling issues, and other comparable troubles. The threat of programmers getting to records and tainting accounts adds more worry to an officially complex operation.

3. Commerce–Not Free: As such, examples of overcoming adversity in e–commerce have constrained large business with profound pockets and great financing.

4. Consumer Search Is Not Efficient Or Cost Effective: At first glance, the electronic commercial center is by all accounts an impeccable market, where overall dealers and purchasers share and exchange without middle people. In any case, a more critical look demonstrates that new sorts of middle people are fundamental to e–commerce. They incorporate electronic shopping centers that certification authenticity of exchanges. Every one of these middle people add to exchange costs.

5. Customer Relation Problems: Relatively few organizations understand that even e–business cannot get by over the long haul without faithful clients. Web based business does not have human face. It is an indifferent method for managing the general population. Also clients have wide decision each time they are in the market. Consequently it is tough errand to keep up the brand steadfastness with the clients. Cost of getting another client is constantly higher than the cost of keeping up the current client. In this manner the e-business has work out the procedures of keeping up the client unwaveringness.

6. People Won't Buy Online: Web based business has constrained scope of items and administrations to manage like electronic devices or keeping money administrations and so on. While obtaining numerous items the client needs to feel the touch of the items. Consequently he lean towards the customary trade to buy such items. Envision a site called furniture.com or living.com, where financial speculators are putting millions in offering home decorations on the web. On account of a couch, you would need to sit on it, feel the surface of the texture and so forth. Next to the couch test, online furniture stores confront expensive returns which make the item harder to offer on the web.

7. Corporate Vulnerability: The accessibility of item points of interest, lists, and other data about a business through its site makes it defenseless against access by the opposition. Extracting business insight from the site is called web encircling.

### **VIII. CHALLENGES BEFORE E COMMERCE**

1. Initial Investments and Technological Issues: To begin a web shop requires PC, modem and a membership to a Value Added Network (VAN). It likewise requires redesigning of current innovation and systems. These are exorbitant undertakings.

2. Costly Consumer Search: Hunt down entire database on a web acquires some measure of cost to buyer. Time required for inquiry is progressively and it is expensive as well. Numerous dealers don't give all essential or required data.

3. More Computer Illiteracy: In India most of the population is not aware of E-Buying with which promotion of E-Business is not possible

4. Legal Hassel's: While advertising on web, some legitimate bothers emerges, for example, legitimacy of an electronic mark, non-reputability of a few shops on the web, lawful part of electronic contract, copyright infringement and so forth.

5. Mindset of Consumers: Greater parts of clients don't know how to utilize web so they incline toward conventional approach of purchasing and offering.

6. Privacy and Security Problems: 60% of the clients don't believe the web as an installment channel. Web exchange happens with Mastercard, however charge card itself is not sheltered. Any individual who exchanges the information of the Visa on the web is not certain about the sales representative character. Purchaser is likewise not certain that his Visa is not utilized for some malignant purposes.

### **IX. CONCLUSION**

The future of E-Commerce is difficult to predict. There are various segments that would grow in the future like: travel & tourism, electronic appliances, hardware products and apparel. There are also some essential factors which will significantly contribute to the boom of E-Commerce industry in India. E-trade is a developing pattern in Indian economy in the post monetary changes time. The transformation in the IT area in the later past has been instrumental being developed of online business. Internet business offers many advantages to the different partners. With the development of computer technology, the World Wide Web has become the connection medium for the networked world. Computers from locations that are geographically dispersed can talk with each other through the Internet. Finally, an e-marketplace can serve as an information agent that provides buyers and sellers with information on products and other participants in the market. E-commerce creates new opportunities for business; it also creates new opportunities for education and academics. It appears that there is tremendous potential for providing e-business education. The views contributed by experts has shown that the future of E-Commerce in India would be bright in the upcoming years if all essential factors would be implemented.

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