

Challenges And Opportunities of E-Commerce in India

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Introduction

E-commerce stands for electronic commerce. It means dealing in goods & services through the electronic media & internet. The rapid growth of e-commerce in India is being driven by greater customer choice & improved convenience with the help of internet the vendor or merchant who sells products or services directly to the customer from the portal using a shopping basket system or digital cart & allows payment through debit card, credit card or electronic fund transfer payments. In the present scenario e-commerce market & its space is increasing in demand as well as an impressive display or range of a particular type of services. E-commerce is already appearing in all areas of business, customer services, new product development & design. E-commerce business is growing in India because of wide range of product with minimum price wide range of suppliers & customers internet. In this modern era every business units want to join online business because increasing ratio of internet users in India. E-commerce in India is still in growing stage but it offers considerable opportunity.

Objective of the study:

1. To Study the advantages of e-commerce to consumers.
2. To Study the Here are some fruitful and worthy job opportunities e-commerce has created in India
3. To Study the Advantages of e-commerce To Suppliers.
4. To Study the Challenges & opportunities

Research Methodology

The process used to collect information and data for the purpose of Making Business decisions. The methodology may include publication research paper, journals, news papers articles related websites and other research techniques and could include both present and historical information.

Definition:

The buying & selling of products & services by businesses & customers through on electronic medium, without using any paper documents. E-commerce is widely considered the buying & selling of products over the internet, but any transaction that is completed solely through electronic measures can be considered e-commerce. E-commerce is subdivided into three categories: business to business or B2B (Cisco), business to consumer or B2C (Amazon) & Consumer to consumer C2C (eBay).

Advantages of e-commerce To Consumers

The distinct advantages e-commerce can offer to the consumers include but are not confined to the following only:

- * Consumers have a much wider choice available on the cyber market.
- * They bear lower costs for products due to increased online competition among sellers.
- * Because of wide-scale information dissemination, consumers can compare products, features, prices and even look up reviews before they select what they want.
- * They enjoy wider access to assistance and to advice from experts and peers.
- * They enjoy saving in shopping time and money.

- * Consumers also avail of fast services and delivery of products and services.
- * They also have the convenience of having their orders delivered right to the door step.
- * Finally, consumers are driven to e-shopping in hordes as even branded goods cost less on the Net

Some fruitful and worthy job opportunities ecommerce has created in India:

UI/UX Developer

In a time where there are so many players in the ecommerce market and the competition is getting as tough as it can get, even a little technical glitch can ruin things. This is what has created the need for consistent and expert UI/UX Developers. So if you are a developer with globally competitive skills in development, design, and testing, you are the king of this area as there is a dearth of such developers in the industry.

Interactive Designer

An interactive designer basically does all it takes to get the user to like your website. Their main job is to make the website user friendly as well as attractive so that they become facilitators in achieving specific goals. To get this job you need to be really good at the likes of design process, technology, and user psychology. If you have all this, you've got all it needs.

Content Management

One of the most important aspects of ecommerce is content management, because out of everything that is there on your website, the consumer can understand only two things, the look, and the words. So if you're someone who manages content well, and has experience in handling content management system, the ecommerce industry will respect your talent.

Search Engine Optimization

No ecommerce website wants to remain unseen, and SEO specialists are the ones who bring it to light. So if you're someone who loves to surf the net, and if you know how to get a website on the first page of Google, congratulations, because you're super-in-demand in the ecommerce industry.

Social Media Marketing

No, it doesn't mean just Facebooking or Tweeting, yeah not even just Pinteresting. It means a

good mix of all of these in order to make an ecommerce business a success. A social media marketing job is for someone who can handle the social hullabaloo like a boss. If you're that someone, you're welcome!

Digital Marketing

You know who the best pick for any ecommerce business is? A person who is good at all of the above, a digital marketing expert. If you're one of those, you'll be praised!

Ecommerce Merchandising

If you want to be an Ecommerce Merchandising Specialist, you need to be an expert at managing the sales and promotion in line with the merchandising and marketing. It is a very lucrative and interesting field of work.

Logistics Management

An ecommerce logistics manager looks after the logistics and physical distribution network of the business. So if you can add value to the distribution network infrastructure of an ecommerce business, go grab that job!

So if you're someone who likes to keep changing their work definition, gain new knowledge every single day, and gain knowledge through their job, ecommerce is the best option for you. All you need to do is keep yourself updated and never stop learning.

Advantages of e-commerce To Suppliers –

The major advantages that e-commerce can bring to the companies/ suppliers are:

It minimizes inventory cost-

E-commerce venture need not maintain huge inventories or expensive retail showrooms. Their marketing and sales force is a fraction of that of traditional mortar-based businesses. Ecommerce can minimize inventory costs by adopting just-intime (JIT) system enhancing the firm's ability to forecast demand more accurately.

It can improve customer services-

It has been found that providing both customer and after-sale services account for up to 10 per cent of the operating costs. By putting these services on-line under e-commerce, these costs get reduced, on the one hand, and simultaneously the quality of services also gets improved, on the other.

High quality customer relationship called "customization" is crucial for retaining customers in the e-commerce environment. That is the reason why Customer Relationship Management (CRM) has become the buzzword which everybody is talking of now. E-commerce provides ample opportunity for Customer Relationship Management solution and, in turn, in establishing better relationship with the customers. It becomes absolutely necessary for the company to enhance customer loyalty. Otherwise, the customer, who is full of choices, can jump from one website to another. If company is to stay in business, then it will have to deliver the products or services to customers as they want, when they want, and how they want.

It reduces distribution costs as well-

The Electronic Data Interchange (EDI) based on Organization for Economic Co-operation and Development(OECD) study has revealed that the time needed to process an order declined abruptly by a minimum of 50 per cent to a maximum of 96 per cent. It is really amazing.

It helps business globalize-

E-commerce by minimizing costs enables companies' especially small ones to make information on its products and services available to all the potential customers spread over worldwide. This is well confirmed by Amazon. Com. is founded by Jeff Bezos, the largest bookstore in the net by taking away a large amount of sales from the traditional booksellers. In India, the experience of reinfusion-on-the- net presents the similar case.

It helps market products more quickly-

By taking the entire product design process online, drawing partners and customers into the process and removing the traditional communication barriers, companies can bring products and services to market far more quickly. Internet commerce solutions allow customer to reduce the costs of sales and open new markets, speed and simplify order accuracy, approval, and processing, tracking and delivery and improve decision making, leverage existing investments in infrastructure, business systems and repositions and link manufacturers with suppliers on the same network.

Challenges & opportunities-

Backed by increased online user base & mobile phone penetration, Indian e-commerce has

seen impressive growth in the last few years. Considering India's demographic dividend & rising internet accessibility, the sector is slated to scale greater heights. Although, India's overall retail opportunity is substantial, the sector is beset with some serious challenges. We take into the current e-commerce landscape & the sector's key drivers & challenges.

Challenges in the e-commerce sector-

While the growth in this sector excited entrepreneurs & financial investors alike, some serious challenges are beginning to weight down on the sector. E-commerce players in India need address eight key aspects of their business, both internal & external.

Conclusion:

E-commerce is changing the way of buying & selling of product & services in India. E-commerce is future of shopping. Due to E-commerce the gap has been reduced between manufacturer & consumer. According to Indian population their vast scope for e-commerce because currently in India only 19% people using internet for selling & buying goods & services so remaining percentage we can considered that we having scope in Indian Market. There is weak Cyber security Law in India that is why Indian People are facing challenges toward e-commerce. The future of e-commerce e in India would be bright in the upcoming years if all essential factors would be implemented, by establishing cyber & have their benefits as per people wish. The role of government is to provide a legal framework for e-commerce so that while domestic & international trade are allowed to expand their horizons, basic right such as privacy, intellectual property, prevention of fraud, consumer protection etc. are all taken care of. The expansion of e-commerce has been developed in rural as well as urban area in reign able cost for consumption, because of that more people are getting linked with e-commerce & the ratio of that is getting increase day by day

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