

Challenges and opportunities of E-Commerce in India

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ABSTRACT

E-Commerce is a means of conducting business using one of the many electronic methods, usually involving telephones, computers or both. In other words it is about doing business using the technology. Everyday millions of transaction are conducted via the web, all of which fall under the E- Commerce. E-Commerce is about setting the business on the internet, allowing visitors to access the website and go through virtual catalogue of the product and service online. When the visitors want to buy something he or she can add it to their virtual shopping basket. Once all the information is entered, the buying and selling procedure is complete then the customer has to just wait for delivery. Currently there are 05 largest and most famous worldwide internet retailers: Amazon, Dell, Flip kart, Snap deal and India Mart. With regard to Indian online market this study intends to explore the present situation of E-Commerce in India. It also shows the challenges and opportunities of E-Commerce in India in the prespective of the growing Global Economy. This article contains the secondary data for collection information. The place of the growth of E-commerce in india is satisfactory but slower in comparision to China and the USA. This article axplores the some opportunities which india has already adopted through modern ICTs 4G technologies, available broadband and so many local e-commerce business. But india still faces some basic problems like poor telecom infrastructure no strict legal bans, lack of good attitude towards fast growing technologies and stale academic syllabi regarding e-commerce

INTRODUCTION

Nowadays people of India are most likely to buy and sell products and services over the electronic system. Online Channels are playing an important role of connecting with consumers of unexplored markets. Indian consumers are showing greater appetite to transact online, fuelling the E-commerce boom.

In India 75% youth, in the age of 15-34 years age group are using online Services or users in India. Increasing of internet Subscribers is beneficial for E-commerce growth in India.

RESEARCH METHODOLOGY

This study uses mainly secondary data which are Journals and formal reports.

India's Prospects in E-Commerce

1. Opportunity for people

As more people are getting linked with E-commerce, the demand for Centre providing Internet facility is also Increasing.

2. Opportunity for producers

Producers are giving better information about their products by using E-commerce sites like Amazon, Flip kart Snap Deal etc.

3. Opportunity For Distributer

In the World of E-commerce producers can easily ignore wholesalers and sell their goods to the retailers and the consumers directly.

Some Essential factors for growth of E-commerce in India

(A) Customer satisfaction by providing payment mode cash on Delivery

(B) Replacement guarantee should be offered, 30 days replacement without any condition

(C) Products must be dropped at customers door step or mail address.

(D) Timely service provided by the company promote the business deal.

(E) Terms and condition should be clear and realistic

(F) The product quality should be same as shown on the portal

(G) And last a 24/7 Customer care centre should be provided with toll free numbers to solve any problem of the customer.

Challenges of E-commerce in India

The Ecommerce market in India has grown by 34 percent in the last seven years was about USD 600 million in 2017-18 and expected to touch USD 700 billion by 2020. But panic of COVID19 it could not be able to achieve the targets In spite of this, it is estimated that currently there are 27 million mobile users in India out of which 04 percent are buying products on mobile, despite the advantages of E-business in India, there are certain Challenges to be tackled which are as follows:

1. Customers return much of the commodities they purchase online.

2. Indian customers prefers cash on delivery payment as payment mode.

3. Internet customers prefers cash on delivery as payment mode

4. In India it is not possible to conduct E-Commerce business smoothly without proper cyber laws.
5. At present, digital illiteracy is one of the most problems E-commerce is facing in India
6. Computer virus is also a formidable problem in the extension of E-transactions.

Future of E-commerce in India

At present E-Commerce is the most preferred sector in India and its moving towards the Number 1. Destination.

E-commerce sector in India is growing rapidly. The Internet users base in India is 460 millions and it is expanding day by day. The accelerating growth of E-commerce in India is due to internet to penetration and easily available smart phones. As the E-commerce industry sees increased traction, it is expected to increase to reach a market size of US \$ 188 billion by 2025.

DISCUSSION

In India, logistics and courier services required lots of improvement. India is a very big country of towns and villages which are still not covered under servicable area of many of courier companies. Tax rate system of Indian market is another factor for lesser growth rate of E-commerce in India comparison to other developed countries like China and U.S.A. In those countries tax rate is uniform for all sectors whereas tax structure of India varies from sector to sector. Fear of making online payment is a universal psychological factor of Indian customers.

Indian customers are more comfortable in buying products physically. They wish to choose the product by physical touch and verification directly. In spite of all these things today, the online shopping has become a trend in India and the reason behind the adoption of this technique lies in the attractive online websites, user friendly interface bulky online stores with new fashion, easy payment methods, no bound on quantity and quality , one can choose the items based on size, colour price, etc.

Further, the additions of discounts, coupons offers referral system have added new flavours to the industry. The future of E-Commerce in India would be bright in the up coming years.

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