

## Impact of E-Commerce in the Indian Market

Dr. ManojKumar V. Jagtap

*Associate Professor*

*Department of Commerce*

*Shri Shivaji Arts & Commerce College Amravati*

### **Abstract:**

Internet business is any business or business transaction that involves sharing information on the Internet. Business is the exchange of products and services between companies, groups, and individuals and can be considered one of the important activities of any company. E-commerce focuses on the use of information and communication technology to enable a company's external activities and relationships with individuals, groups, and other companies, while electronic commerce is the conduct of business using the Internet. E-commerce differs from electronic commerce in that it is not only about selling and buying products and/or services online, but also enables business processes (inbound/outbound logistics, production, and operations, marketing, and sales, customer service) in value. A circuit through internal or external networks. While producing this research article, we can see that the market available in India has today transformed a large number of

businesses through e-commerce online. There was a large number of purchases and sales of any kind of goods in the Indian market. E-commerce companies aimed at the customers here are seen expanding their business in India in large numbers. Accordingly, the basis of secondary information has been taken while preparing this research. Also, on that basis, important conclusions have been formulated in the final stages of the search article. This research article has been created on the basis of secondary information only.

**Keywords:** *E-commerce, Indian Economy, marketing, faster delivery of products services online.*

### **Introduction:**

Internet business is any business or business transaction that involves sharing information on the Internet. Business is the exchange of products and services between companies, groups, and individuals and can be considered one of the important activities of any company. E-commerce

focuses on the use of information and communication technology to enable a company's external activities and relationships with individuals, groups, and other companies, while electronic commerce is the conduct of business using the Internet. E-commerce differs from electronic commerce in that it is not only about selling and buying products and/or services online, but also enables business processes (inbound/outbound logistics, production, and operations, marketing and sales, customer service) in value. A circuit through internal or external networks.

### **Advantages**

- Doing business on the Internet has many advantages:
- global access, 24 hours a day, 7 days a week
- better customer service thanks to greater flexibility
- cost savings
- faster delivery of products
- greater professionalism
- fewer opportunities to handle paper waste
- your business from anywhere in the world.

### **Disadvantages**

- Impersonal
- Technology Gap
- Competition
- Customer Service
- Internet Connectivity
- Impact of Internet Business on the Indian Economy

India's online grocery market is estimated to grow to USD 18.2 billion from CA202 billion to GR202 billion to GR20 billion. of 57%. India's e-commerce orders grew by 36% in Q 2020, with the Personal Care, Beauty, and Wellness (PCBandW) segment being the biggest beneficiary. India's consumer digital economy is expected to grow to an \$800 billion market by 2030, up from \$537.5 billion in 2020, driven by the strong adoption of online services such as e-commerce and edtech in the country. According to Grant Thornton, e-commerce in India is expected to reach \$188 billion by 2025. India became the eighth largest e-commerce market in 2020 with a turnover of \$50 billion, behind and ahead of France. Canada. According to NASSCOM, India's e-commerce market continues to grow at 5% despite challenges/disruptions caused by COVID-19 and is expected to reach USD 56.6 billion in 2021. India's e-commerce market is expected to grow from US\$38.5 billion in 2017 to 2026 due to smartphone penetration, G network adoption, and growing consumer affluence. Online retail sales in India are expected to grow by 31% to \$32.70 billion in 2018, led by Flipkart, Amazon India, and Paytm Mall. After China and the US, India had the third largest number of online shoppers in 2020 with 10

million. Indian consumers are increasingly adopting 5G mobile phones even before the next-generation mobile broadband technology is introduced in the country. Smartphone shipments increased to 150 million units in 2020 and 5G smartphone shipments to more than a million, driven by strong consumer demand after the shutdown. According to a report published by IAMAI and Kantar Research, the number of Internet users in India is expected to reach 900 million by 2025, up from about 622 million in 2020. CAGR will increase by 5% by 2025. Electronic commerce has changed business. is made in India. The Indian e-commerce market is expected to grow to USD 111.0 billion by 2025 from USD 6.2 billion in 2020. By 2030, it is expected to reach USD 350 billion. By 2021, total e-commerce sales are expected to reach \$67-8 billion, up from \$52.57 billion in 2020. Much of the industry's growth has been driven by the growth of internet and smartphone penetration. As of July 2021, the number of internet connections in India has increased significantly to 78.59 million thanks to the programmed "Digital India". ~61% of all network connections were in urban areas, of which 97% were wireless.

Some of the key developments in e-commerce in India are:

- Walmart is expected to open more offline stores in India to promote private brands in segments like fashion and electronics after buying Flipkart for \$16 billion. In September 2018, Flipkart acquired Israel-based analytics startup Upstream Commerce, which helps the company evaluate and position products effectively.
- Launch of Paytm Payment Bank. Paytm bank is India's first bank with no online transaction fees, minimum balance requirement, and free virtual debit cards \$1129 million in the first half of 2018.
- Google enters online shopping in India with Google Shopping. Google and Tata Trust partnered in the Internet Saath project to improve internet penetration among rural women in India

#### **Review of literature:**

Anant B. Sidana, Impact of E-commerce on Traditional Business in India, concluded that Electronic commerce is emerging as an important player in the global economy and a promoter of growth and development. India is also witnessing this e-commerce business revolution in its home market. In the Indian context, on the other hand, e-commerce operators have created new and rich job opportunities, improved the quality of products and services, and provided maximum

satisfaction to the Indian consumer with discounts, cashback and other attractive offers. Undoubtedly, e-commerce emerged as a revolution and attracted consumers in many ways and gave competition to traditional businesses in India. But through innovations, consumer-friendly practices, better services, unique sales techniques, etc. Traditional retailers still do not survive above. but can grow and make a satisfactory profit from their sales.

#### **Research Objective:**

- Studying the growing importance of e-commerce in the Indian market
- Studying information on how e-commerce is growing in impact on the Indian market
- This research article is being created on the basis of secondary information and based on the findings received, it should be arranged on that basis.

#### **Hypothesis:**

- The impact of e-commerce on the Indian market is not visible in the local trades here as well as on their product sales.
- The impact of e-commerce on the Indian market is visible in the local traders here as well as their product sales.

**Research Methodology:** While producing this research article, we can see that the market available in India has today transformed a large number of businesses through e-commerce online. There was a large number of purchases and sales of any kind of goods in the Indian market. E-commerce companies aimed at the customers here are seen expanding their business in India in large numbers. Accordingly, the basis of secondary information has been taken while preparing this research. Also, on that basis, important conclusions have been formulated in the final stages of the search article.

#### **Limitations:**

- This research article has been created on the basis of secondary information only.
- The findings obtained in the research article are arranged only on the basis of secondary information.

**Conclusion:** E-commerce is expanding its trade in a big way in the Indian market. This has led to facilities like courier services being seen spreading their legs across India in a big way. In developing countries like India, healthcare is not available as quickly as an online-ordered item reaches us at a much faster pace. You

can see the e-commerce business growing in a big way in India. Also, you can see that this business has created a lot of employment. E-commerce is emerging as an important vehicle for the explosive growth of the Indian economy. It has the potential to make the Indian economy a superpower. Due to the rapidly growing penetration of the Internet, e-commerce offers retailers an attractive opportunity to expand their operations. To achieve this, India should have more investment in infrastructure and innovative and game-changing business models.

#### **References:**

1. Impact of Online Business on Indian Economy (linkedin.com) cited on 22-01-2023.
2. India – eCommerce | Privacy Shield cited on 23-01-2023.
3. <https://www.ibef.org/> cited on 23-01-2023.
4. Anant B. Sidana, Impact of E-commerce on Traditional Business in India, Journal of Emerging Technologies and Innovative Research (JETIR) [www.jetir.org](http://www.jetir.org), JETIR May 2019, Volume 6, Issue 5,P.P. 285.-289.
5. [9.pdf \(kristujayanti.edu.in\)](#) cited on 20-01-2023.