ANALYSIS AND FACTORS OF E-COMMERCE IN INDIAN SCENERIO

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ABSTRACT
This paper will focus on trends of shopping that has shifted from traditional to online. E-commerce is a platform to do business on the internet. The paper will analyze the various parameters and participants of e-commerce. The paper will tend to identify the different areas of improvement of ecommerce industry. Ecommerce in India is at the beginning stage and is much lowered to other countries like US and UK.

Keywords: E-commerce; Business; Issues; Strategy

INTRODUCTION
E-commerce generally involves Internet and the Computer and doing business on the internet is termed as ecommerce. The pattern of shopping has shifted from instore to online. E-commerce is developing rapidly in India due to its time saving nature. E-business is a vibrant sector in the current Indian market. Retailers are trying hard to build a brand name and building a separate space for business owners. Digital world has made great impact in the e-commerce industry. E-commerce refers to all types of business transaction and covers a variety of business like consumer based retail, auction, music and business sites that allow trading of products and services between companies. E-Commerce lets consumers electronically buy and sell goods. E-commerce makes use of regular technological maintenance for smooth functioning of online stores and transaction. In the year 2013, business to consumer amounted for 1.2 trillion US dollar. E-commerce companies fare well even during recession time.

LITERATURE REVIEW
Attempt has been made to analyse the various literature review on e-commerce. In 2000, Elizabeth Goldsmith and Sue L. T. Mcgregor analysed the various aspects of e-commerce. In 2002, Prithviraj examined the e-commerce in Indian insurance industry. Various literature review has been done in the respective fields of ecommerce to identify numerous factors of growth and development.

OBJECTIVES OF THE STUDY
The present study has the following objectives
1. To study that is ecommerce good for market
2. To identify risk of ecommerce
3. To analyze its strength and weakness

Ethical Issues
Ethical issues are privacy, security, fraud, access, intellectual property, unsolicited e-mail, trustfulness, targeting children, false advertising, product warranty, plagiarism, cyber-squatters, and judgment by
same standard as other media. Ethics provides the success of any business. Protecting consumer identity is a serious concern at online space. The e-commerce companies should have a mechanism to conceal the identity of their customers. The online payment system at e-commerce is an invasion to privacy. The records of each and every transaction are recorded at e-commerce company’s end. Industry players offer same product and service. Privacy issues are very common with access to web content. Even though there prevails terms and conditions between buyer and seller, it is impossible to protect the misuse of customers information.

Legal Issues
The growth of internet and online activity raises a number of regulatory and legal questions. The issue of law on online space is a complex one. Without any legal framework, it would be very difficult to do business. Rapid changes in technology create hindrance for framing legal laws for e-commerce industry. Attempts have been made to address the copyright issues on digital content. It is necessary to set legal framework to protect copyright issues. Trademark issues are also a major concern at online space. It can’t be used by any other companies. Terms and conditions are set by respective e-commerce companies. It doesn’t show the clear picture that define problem of legal issues. Again the legislation dilemma is a big issue in the e-commerce industry. There are numerous fraud websites of e-commerce. These form of websites cheats customers. It is very difficult to control Intellectual Property right on ecommerce. Domain name is an issue at online space. Many e-commerce sites compete to register the same domain name. The problem of Cybersquatting is increasing day by day

Ecommerce in Indian Scenario
Telecommunication has changed the life of many Indians. The most common e-commerce in India is business to e-commerce(B2B). In the year 2014, 9% of India’s population had purchased e-commerce product via mobile phone According to industry experts, e-commerce customers is expected to reach 41 million by 2016. The most successful e-tailers in India are Jabong.com, Flipcart, Amazon, Snapdeal. According to the data on June 2015, internet user base in India is 354 million. Snapdeal has more than 50,000 retailers. Indian e-commerce market is dominated by e-services segment like holiday planning, rail and air tickets. The internet has encouraged many companies in the same space to diversify their product and service. Asper the report of Canada based. Tech Sci Research, ecommerce market can grow if the smart phones are offered at huge discount to user base of youths

Challenges of Ecommerce
Barriers of ecommerce are:

Security Issues
1. Customers fear to pay online due to security issues. In India most of the consumers are to traditional shopping. People assume that it is unsafe to purchase and pay online due to lack of internet knowledge. The mechanism of protection doesn’t guarantee to protect consumers data.

2. Mostly Indian customers returned the product purchased at e-commerce companies. This is one area which needs to be discussed seriously. If customers returned the product then it might be a negative factor to e-commerce companies. The problem has to be identified and suitable measures has to be adopted to control it

Cash on Delivery Option Is Too Risky
Customers instead of paying online, they choose cash on delivery option payment option. The risk is that customers may change their mindset and avoid paying.

Logistics Issues
Logistics is a important factor of providing customer service. It is a major concern for all e-commerce players. E-commerce markets are large and fragmented, it becomes impossible to serve the place where logistics infrastructure problems exist. The problem of logistics surrounds every sector of
industry. For any firm the cost of logistics is the most important part of its participants in delivering products to the customers. A well established logistics firm doesn’t fails to serve every parts of the world.

**Internet Accessibility**

India is a country where most of the people have no access to internet. For e-commerce companies to grow and maintain online presence, it is necessary to have net connectivity. This is a major concern for e-commerce companies.

**Location Constraints**

Most Indian villages are not accessible to major logistics firms or even small logistics firms. Due to its inefficiency to capture those areas and build an efficient logistics service, remote areas are unreachable.

**Payment Option**

The payment option provided by dominant e-commerce sites are not matching customers demand. The mechanism of payment option is not suitable for consumers/

**Reason of Future Growth**

1. The cut throat competition will let ecommerce players to innovate their product
2. There is no criteria to make online presence, so every small company can make online presence
3. The service provided by this sector is exceeding customers demand.
4. Expansion of services and product is a factor for development of ecommerce

**E-Commerce Strategy**

**Application for the Shopper**

This would impact the shopping experience of the consumers. Once the decision will be made the consumer then the application will directly direct consumers to the process of buying.

**Tracking and Delivery Application**

This application will satisfy the stakeholders for tracking in real time and monitoring their items. Tracking system will have be user friendly.

**Value Chain Benefits**

This strategy can able to meet the demands of consumers. Tracking items at real time can build trust with customers.

The features of value chain are

<table>
<thead>
<tr>
<th>SHOP</th>
<th>BUY</th>
<th>SHIP</th>
<th>TRACK &amp; DELIVERY</th>
<th>RETURN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estimates while browsing</td>
<td>Shipping options</td>
<td>Shipping options</td>
<td>Tracking and delivery at exact time frame</td>
<td>Return policy</td>
</tr>
</tbody>
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**CONCLUSION**

E-commerce is a platform for every business enterprise. The main future challenge of e-commerce companies will be very complex. The internet will play a major role in the usage for the growth of ecommerce. There will be a major customer shift to e-commerce in the near future. Government have to implement uniform laws for all e-companies to control regulatory issues.
REFERENCES


