A STUDY ON E – COMMERCE INDUSTRY'S GLORY AND CHALLENGES PRESENT IN NEAR FUTURE WITH SPECIFIC REFRENCE TO INDIAN E- COMMERCE SECTOR

VARUN KESAVAN,

M.PHIL RESEARCH SCHOLAR, BHARATHIAR SCHOOL OF MANAGEMENT ENTREPRENEUR DEVELOPMENT, BHARATHIAR UNIVERSITY, COIMBATORE.

Email Id – varunkesavan@yahoo.com

ABSTRACT

Since 1991, after economic reforms explicitly took place in India as a result of opening-up of the economy with a view to integrate itself with the global economy, the need to facilitate international trade both through policy and procedure reforms has become the foundation stone of India's trade and fiscal policies. Electronic commerce (e-commerce) as part of the information technology revolution became widely used in the world trade in general and Indian economy in particular. With advancements in technology, there have been changes in the methodology for business transactions. India, being a rapid adaptor of technology is apace with the current scenario of electronic data exchanges and has taken to e-commerce. In view of this, this article tries to present a snapshot of the evolution of e-commerce business indicating the chronological order, category of e-commerce business, description of organizations involved in e-businesses in India, key characteristics of the firms engaged in e-commerce application, to examine the growth of e-commerce , to evaluate the benefits obtained from e-business, to critically analyze the barriers and future challenges present in this sector constraints involved in flourishing e-commerce businesses in India.

Key words: E-commerce, India, internet, online.

INTRODUCTION

Electronic commerce is presently an indispensable ingredient of India's trade facilitation policy. Since 1991, after economic reforms explicitly took place in India as a result of opening of the economy with a view to integrate itself with the global economy, the need to facilitate international trade both through policy and procedure reforms has become the foundation stone of India's trade and fiscal policies. Resultantly, last few years have witnessed a technological revolution accompanied by the wide spread use of the Internet, web technologies and their applications. Electronic commerce (e-commerce) as part of the information technology revolution became widely used in the world trade in general and Indian economy in particular. As a symbol of globalization, e-commerce represents the cutting edge of success in this digital age and it has changed and is still changing the way business is conducted around the world. The commercialization of the Internet has driven electronic commerce to become one of the most capable channels for inter-organizational business processes. Consequently, Internet growth has led to a host of new developments, such as decreased margins for companies as consumers turn more and more to the internet to buy goods and demand the best prices1. The internet augments the traditional businesses to be transformed because 'incumbents (in markets) and large firms do not have the advantage 'just by virtue of being there first or by being of big'. The implication of perfectly competitive market as the world will observe is that market will produce an efficient allocation of resources. Internet has accurately been an effective instrument in changing the straightforward ways of doing business. In any market with no entry barriers – the 'Net' is biggest of them, the continuous arrival of competition will, routinely, drive down the prices. In such a case, in long term all firms could only earn normal profits. Electronic commerce (or e-commerce) encompasses all business conducted by means of computer networks. Advances in telecommunications and computer technologies in recent years have made computer networks an integral part of the economic infrastructure. More and more companies are facilitating transactions over web. There has been tremendous competition to target each and every computer owner who is connected to the Web.

Although business-to-business transactions play an important part in e-commerce market, a share of e-commerce revenues in rapidly developing countries like India is generated from business to consumer transactions. E-commerce provides multiple benefits to the consumers in form of availability of goods at lower cost, wider choice and saves time. People can buy goods with a click of mouse button without moving out of their house or office. Similarly online services such as banking, ticketing (including airlines, bus, railways), bill payments, hotel booking etc. have been of tremendous benefit for the customers. Online businesses like financial services, travel, entertainment, and groceries are all likely to grow. E-commerce evolved in various means of relationship within the business processes. It can be in the form of electronic advertising, electronic payment system, electronic marketing, electronic customer support service and electronic order and delivery.

E-commerce stands for electronic commerce and pertains to trading in goods and services through the electronic medium, i.e. the Internet or phone. On the Internet, it pertains to a website, which sells products or services directly from the site using a shopping cart or shopping basket system and allows credit card payments. It involves conducting business with the help of the electronic media, making use of the information technology such as Electronic Data Interchange (EDI). In general connotation, E-Commerce involves paperless transactions and usage of EDI (Electronic Data Interchange), electronic mail, bulletin boards, fax transmissions, and electronic fund transfers. It refers to the process of trading goods and services through an electronic medium such as the internet. With advancements in technology, there have been changes in the methodology for business transactions. India, being a rapid adaptor of technology is apace with the current scenario of electronic data exchanges and has taken to e - Commerce. E-commerce is being used for purchase and sale of multiple products and there are multiple players using various portals and websites for this purpose. The information technology industry might observe it as an electronic business application aimed at commercial transactions. It can involve electronic funds transfer, supply chain management, e-marketing, online marketing, online transaction processing, electronic data interchange (EDI), automated inventory management systems, and automated data collection systems. It typically uses electronic communications technology such as the Internet, extranets, e-mail, e-books, databases, and mobile phones.

However, there exists no standard definition for the term and different organizations have defined it in different manner. E-commerce is understood to mean the production, distribution, marketing, sale or delivery of goods and services by electronic means2. The Asia Pacific Economic Co-operation (“APEC”) has adopted a comprehensive definition of e-commerce to include all business activity conducted using a combination of electronic communications and information processing technology3. The United Nations Economic and Social Commission for Asia and the Pacific (“UNESCAP”) have also defined e-commerce as ‘the process of using electronic methods and procedures to conduct all forms of business activity4.

The objectives of this article are to:

A). To present a snapshot of the evolution of e-commerce business indicating the chronological order, category of e commerce business.

b). To examine the growth of e-commerce in India.

c). To evaluate the benefits obtained from e-business.

d). To critically analyse the barriers and constraints involved in flourishing e-commerce businesses in India.

Chronological order in the evolution of e-commerce:

1946: The first electronic computer, ENIAC, is constructed at the University of Pennsylvania.

1957: The Soviet Union launches Sputnik, the first artificial satellite.

1958: To counter Soviet technological advances, the U.S. forms the Advanced Research Projects Agency (ARPA), with the Department of Defence, to develop U.S. leadership in science and technology applicable to the military.

1969: ARPANET, the forerunner of the Internet, established with four nodes: UCLA, Stanford, UC-Santa Barbara, and University of Utah.

1970: First applications of electronic data interchange (EDI).

ISSN : 2455-6114

1973: First international connection to ARPANET, University College of London. Initial work on a transmission protocol (later to be called TCP/IP) that allows diverse computer networks to interconnect and communicate with each other.

1974: BBN opens Telnet, the first commercial version of ARPANET.

1982: Transmission Control Protocol (TCP) and Internet Protocol (IP) established by ARPA. This leads to a definition of an "internet" as a connected set of networks, specifically those using TCP/IP, and "Internet" as connected TCP/IP internets.

1983: Internet Activities Board (IAB) is created.

1984: Science fiction author William Gibson coins the term "cyberspace" in his novel, Neuromancer. Internet host computers (computers with registered IP address) exceed 1,000.

1987: Internet users exceed 10,000.

1988: Internet worm disables 6,000 of 60,000 Internet hosts. A Cornell University graduate student created the worm. Infected computers were connected through ARPAnet and other E-mail networks in the Internet loop. Some of the US's top science and research centers were affected. 1989: Internet users exceed 100,000.

1990: The ARPANET is shut down.

1991: Sir Tim Berners-Lee, working at CERN in Geneva, develops a hypertext system to provide efficient information access. He posts the first computer code of the World Wide Web in a relatively innocuous newsgroup, "alt.hypertext." Later, people refer to the Internet itself as the Web.

1992: World Wide Web released by CERN.

1994: Pizza Hut sells pizza on its website. First Virtual, the first cyber bank, opens.

1997: Inception of business-to-business (B2B) e-commerce. US Postal Service issues electronic postal stamps. 2000: Internet users exceed 360 million.

2011: Internet users tally almost 2 billion. Users in over 200 countries are connected. [Sources: Smith et al. (2010) and Internet World Stats (2011)].

2012: Ecommerce sales top $1 trillion worldwide, among the 13% of US adults who made a financial contribution to a presidential candidate, 50% donated online or via email.

Face book reaches 1 billion monthly active users, making it the dominant social network worldwide. Some analysts start calling it “Facebookistan.” The company buys Instagram for $1 billion and debuts on NASDAQ at $38 a share.

2013: A majority (56%) of Americans now own a smartphone of some kind.
51% of U.S. adults bank online.
Apple says app store downloads top 40 billion, with 20 billion in 2012 alone.
Twitter files for its long-awaited IPO. Shares soar 73% above their IPO price of $26 a share on the first day of trading.

2014: 45% of internet users ages 18-29 in serious relationships say the internet has had an impact on their relationship.
Facebook buys messaging app Whatsapp for $19 billion.

Types of E-Commerce

The major different types of e-commerce are:

• **Business-To-Business (B2B)** B2B e-commerce is simply defined as ecommerce between companies. This is the type of ecommerce that deals with relationships between and among businesses. About 80% of e-commerce is of this type, and most experts predict that B2B ecommerce will continue to grow faster than the B2C segment.

• **Business-To-Consumer (B2C)** Business-to-consumer e-commerce, or commerce between companies and consumers, involves customers gathering information; purchasing physical goods (i.e., tangibles such as books or consumer products) or information goods (or goods of electronic material or digitized content, such as software, or ebooks); and, for information goods, receiving products over an electronic network. It is the second largest and the earliest form of ecommerce. Its origins can be traced to online retailing (or e-tailing). Thus, the more common B2C business models are the online retailing companies such as Amazon.com, Drugstore.com, yahoo.com, rediff.com and indiatimes.com. B2C e-commerce reduces transactions costs (particularly search costs) by increasing consumer access to information and allowing consumers to find the most competitive price for a product or service. B2C e-commerce also reduces market entry barriers since the cost of putting up and maintaining a Web site is much cheaper than installing a "brick-and mortar" structure for a firm. In the case of information goods, B2C e-commerce is even more attractive because it saves firms from factoring in the additional cost of a physical distribution network. Moreover, for countries with a growing and robust Internet population, like India delivering information goods becomes increasingly feasible.

• **Business-To-Government (B2G)** Business-to-government e-commerce or B2G is generally defined as commerce between companies and the public sector. It refers to the use of the Internet for public procurement, licensing procedures, and other government-related operations. A web-based purchasing policy increases the transparency of the procurement process (and reduces the risk of irregularities). To date, however, the size of the B2G ecommerce market as a component of total ecommerce is insignificant, as government e - procurement systems remain undeveloped.

• **Consumer-To-Consumer (C2C)** Consumer-to-consumer e-commerce or C2C is simply commerce between private individuals or consumers. This type of e-commerce is characterized by the growth of electronic marketplaces and online auctions, particularly in vertical industries where firms/businesses can bid for what they want from among multiple suppliers.

• **M-commerce (mobile commerce)** is the buying and selling of goods and services through wireless technology i.e., handheld devices such as cellular telephones and personal digital assistants (PDAs). As content delivery over wireless devices becomes faster, more secure, and scalable, some believe that m-commerce will surpass wire line ecommerce as the method of choice for digital commerce transactions. This may well be true for the Asia-Pacific where there are more mobile phone users than there are Internet users. This brief write-up with e-commerce discusses the evolution of e-commerce and how it has become an almost necessity in our day to day life. Frequent developments in technology particularly 3G and 4G in mobile will only add to the speed of growth of ecommerce. Our major emphasis will be on B2C, as this type ecommerce is e-retailing or more common e-tailing. It involves the process of billing the end consumer. In our view this is where the true test of e-commerce takes place. E-commerce requires monetary transaction, one single step where user hesitates to complete transaction. He already has heard so many electronic frauds [14, 15, 16], computers being hacked, passwords stolen etc., on the contrary truth is only (0.03%) of B2C transaction are fraud. 87% of fraud comes from online auctions (C2C ecommerce). If this myth can be broken it will prove to be a big leap in e-commerce. In B2B and B2G e-commerce one party is a business house while other being a business house or a government organization. Both of them are well aware of threats of e-frauds which include manipulation of data records, hacking into organization systems, manipulation computer programs, unauthorized transfer of funds, failure of an e-transactions etc. Both business houses and government organizations have cyber security cells to maintain their computer system networks with the help of firewalls, proxy servers, antivirus software, and white-list authorized wireless connections etc. They also have facility of legal advice to handle cyber crimes. On other hand a consumer in very small fish in sea who wants cheapest products usually falls in trap knowingly or unknowingly.

An e-commerce transaction requires a PC with internet connectivity and can be carried out from Home, Cybercafé or Office. At home we can assume PC to be safe, at office we have proper security of routers, ISA Server, Firewall and Antivirus so perhaps most secure place, while a cybercafé is perhaps the most susceptible place for a fraud. It is essential to safeguard the interest of the consumer; it is he who will decide the fate of e-commerce in future. His trust has to be build; e-commerce will automatically grow with his trust and confidence. You can cheat him once, only to drive him away and not to trust e-commerce.

E- commerce in India

India has an internet user base of about 354 million as of June 2015.[4] Despite being third largest user base in world, the penetration of e-commerce is low compared to markets like the United States, United Kingdom or France but is growing much faster, adding around 6 million new entrants every month.[1] The industry consensus is that growth is at an inflection point.[2]

In India, cash on delivery is the most preferred payment method, accumulating 75% of the e-retail activities.[3] Demand for international consumer products (including long-tail items) is growing much faster than in-country supply from authorised distributors and e-commerce offerings.

As of Q1 2015, six Indian e-commerce companies have managed to achieve billion-dollar valuation. Namely, Flipkart, Snapdeal, InMobi, Quikr, OlaCabs, and Paytm(wing of, One97).[4]

Market size and growth

India's e-commerce market [5] was worth about $3.8 billion in 2009, it went up to $12.6 billion in 2013. In 2013, the e-retail segment was worth US$2.3 billion. About 70% of India's e-commerce market is travel related.[6] According to Google India, there were 35 million online shoppers in India in 2014 Q1 and is expected to cross 100 million mark by end of year 2016, And also expected to grow around 80 Billion and further growth of 300 billion by 2030[7] CAGR vis-à-vis a global growth rate of 8–10%. Electronics and Apparel are the biggest categories in terms of sales.

Key drivers in Indian e-commerce are:

- Large percentage of population subscribed to broadband Internet,[8] burgeoning 3G internet users, and a recent introduction of 4G across the country.[9][10]
- Explosive growth of Smartphone users, soon to be world's second largest smart phone user base.[11]
- Rising standards of living as result of fast decline in poverty rate.
- Availability of much wider product range (including long tail and Direct Imports) compared to what is available at brick and mortar retailers.
- Competitive prices compared to brick and mortar retail driven by disintermediation and reduced inventory and real estate costs.

- Increased usage of online classified sites, with more consumer buying and selling second-hand goods
- Evolution of Million-Dollar start-ups

  like Jabong.com, Saavn, Makemytrip, Bookmyshow, Zomato Etc.

India's *retail market* is estimated at $470 billion in 2011 and is expected to grow to $675 Bn by 2016 and $850 Bn by 2020, – estimated CAGR of 10%..[According to Forrester, the e-commerce market in India is set to grow the fastest within the Asia-Pacific Region at a CAGR of over 57% between 2012–16.[12]

As per "India Goes Digital",[13] a report by Avendus Capital, a leading Indian Investment Bank specializing in digital media and technology sector, the Indian e-commerce market is estimated at Rs 28,500 Crore ($6.3 billion) for the year 2011. Online travel constitutes a sizable portion (87%) of this market today. Online travel market in India is expected to grow at a rate of 22% over the next 4 years and reach Rs 54,800 Crore ($12.2 billion) in size by 2015. Indian e-tailing industry is estimated at Rs 3,600 crore (US$800 mn) in 2011 and estimated to grow to Rs 53,000 Crore ($11.8 billion) in 2015.

Overall e-commerce market is expected to reach Rs 1,07,800 crores (US$24 billion) by the year 2015 with both online travel and e-tailing contributing equally. Another big segment in e-commerce is mobile/DTH recharge with nearly 1 million transactions daily by operator websites

New sector in e-commerce is online medicine. Company like Reckwing-India, Buyonkart, Healthkart already selling complementary and alternative medicine where as NetMed has started selling prescription medicine online after raising fund from GIC and Steadview capital citing[14] there are no dedicated online pharmacy laws in

India and it is permissible to sell prescription medicine online with a legitimate license.

Advantages of E-Commerce to Businesses in India:

There is a rising awareness among the business community in India about the opportunities offered by e-commerce. Ease of Internet access and navigation are the critical factors that will result in rapid adoption of Net commerce. Safe and secure payment modes are crucial also along with the need to invent and popularize innovations such as Mobile Commerce. India Reports provides accurate and easy to understand India specific reports that capture trends, map business landscapes and custom-made reports for specific needs. The other reports available on India Reports are on retail, outsourcing, tourism, food and other emerging sectors in India. E-commerce provides a new venue for connecting with consumers and conducting transactions. Virtual stores operate 24 hours a day, 7 days a week. Many virtual retailers represent a single company while others, such as Top Online Shopping (toponlineshopping.com), represent a consortium of companies.

Global Trade: E-commerce is one of the major factors in the globalization of business. Other factors include decreases in trade barriers, globalization of capital markets, the movement toward International Financial Reporting Standards (IFRS), and Internet financial reporting. Internet financial reporting has been particularly helpful to e-commerce companies (Hunter and Smith 2008). IFRS is a global standard for accounting and financial reporting (Smith 2008). The annual growth rate of e-commerce globally has been estimated as high as 28 percent, while some individual countries have much higher growth rates. For example, in India, which has a younger than average market, the e-commerce growth rate has been projected as high as 51 percent.

Virtual Businesses: As a result of e-commerce, business firms now have the ability to become virtual businesses. A virtual business is a modular structure of multiple individual business firms connected via online computer technology. The individual firms making up the virtual business are networked, which enables sharing of skills, costs, and access to markets. An individual business firm contributes only its core competencies. The value of a virtual business is that they have the flexibility required to seize new opportunities and be competitive in a complex market.

Lower search costs: The Internet is likely to bring about low search costs and high price transparency. When competitors simply publish their prices on the Internet, it is possible to design search engines that will monitor prices across different websites, and this will be further facilitated by the growth of protocols such as XML. Such price transparency may facilitate collusion. Internet technology could potentially offer an ideal micro-climate for collusion, due to increased communication and transparency in the market, as well as the potential for more frequent market interactions. In particular, collusion concerns may arise with respect to market design and ownership within both online marketplaces and joint Internet sales ventures.

Increased power of downstream players The growth of e-commerce may further strengthen the market position of downstream buyers relative to suppliers. Firstly, lower search and switching costs will increase the credibility of buyers' threats to switch supplier, and thus increase their bargaining power. Secondly, buying clubs and careful market design may also improve their buying power. Thirdly, the widening of geographic retail markets may facilitate the development of global retailers. These will tend to have far greater bargaining power with suppliers than traditional local or national retailers.

Two other key advantages of e-commerce are:

1. Mobile marketing will increase

As more and more people consume information on the go, mobile moments or mobile marketing will get bigger. Seamless integration that will allow customers to click on an ad on the mobile and complete a transaction without any issues will usher in the next level of instant gratification.

The industry has also witnessed some of the larger e-commerce players starting official channels on mobile chat platforms like Line and We Chat to both share promotions and content and this is expected to grow as well.

2. Re-marketing ads will grow

Everyone jumped on the re-marketing bandwagon and this space is going to see even a higher uptake in 2015. Visit a product on a website and it's going to follow you everywhere. This ability of the product and the brand to keep itself right in front of the customer is very effective.

With Facebook bringing its Atlas advertising platform into play, this is only going to become much more effective as it would enable a more accurate cross-device advertising and tracking opportunity for advertisers. Given Facebook's mobile reach and active user base, this will also lead to an increase in mobile conversions.

Facilitators of e-commerce in India:

A. Information directories: The products and services are listed with appropriate sub-headings to make it easy for a serious information-seeker to find what he wants. Allied services provided by them: Message boards, chat rooms, forums, etc.

B. Banks:

1) **Net banking/phone banking:** This is an online banking facility available for savings account holders as well as current account holders. Some of the special Net banking services are: Demat accounts for sale/purchase of stocks and shares, Foreign Exchange services, Direct/Instant payment of bills on the account-holder's behalf, Financial Planning & advice, Electronic Funds Transfer, Loans to account-holders.

2) **Credit/Debit Cards**- Banks facilitate E-commerce by providing the most vital trade instrument, namely the Credit or Debit Card, without which E-commerce would be impossible.

Category of e-commerce and its trendy uses in India:

Today, E-commerce is an essence in Indian society and it has become an integral part of our daily life. There are websites providing any number of goods and services. There are those, which provide a specific product along with its allied services Multi-product e-commerce. These Indian E-commerce portals provide goods and services in a variety of categories. To name a few: Apparel and accessories for men and women, Health and beauty products , Books and magazines, Computers and peripherals, Vehicles, Software, Consumer electronics, Household appliances, Jewellery, Audio/video, entertainment, goods, Gift articles, Real estate and services.

Single-product e-commerce Some Indian portals/websites deal in a specialized field, for example:

1. **Automobiles and e-commerce:** On these sites, we can buy and sell four wheelers and two-wheelers, new 27 as well as used vehicles, online. Some of the services they provide are: Car research and reviews, Online evaluation, Technical specifications, Vehicle Insurance, Vehicle Finance.

2. **Online Trading in Stocks & Shares and e-commerce**- Online stock trading activity is gaining momentum in India. Services offered by the online stock trading

companies include online buying and selling of stocks and shares, market analysis and research, details of companies, comparison of companies, and research on equity and mutual funds, customer services through email and chat. Online trading also has an added advantage of real time stock trading without calling or visiting the broker's office. Major online stock trading websites in India include: ICICIDirect.com, Sherkhan.com, Indiabulls.com, 5Paisa.com, Motilal Oswal Securities, HDFC Securities, Reliance Money, IDBIPaisaBuilder, Religare, and Kotak Securities.

3. **Real estate and e-commerce**- There are a number of real estate portals and sites that provide information to users regarding the property they wish to buy/sell. This information includes properties available for sale/purchase, the cost, location, etc. They provide information on new properties as well as properties for resale. One can deal directly with developer through consultant. Allied services: Housing Finance, Insurance companies, Architects & Interior Designers, NRI services, Packers &Movers. Some of the popular real estate portals include: Indiaproperty.com, 99acres.com, Magicbricks.com, and Makaan.com.

iv).**Travel & tourism and e-commerce**- Use of e-commerce in India is increasing in the travel segment. India has a rich history and heritage and e-commerce is instrumental, to a large extent, in selling India as a product, encouraging Indians as well as foreigners to see its multifaceted culture and beauty. The tourist destination sites are categorized according to themes like: Adventure - trekking, mountain climbing etc, Eco-Themes pertains to jungles, flora and fauna. Online travel industry is expected to be worth US $6 billion in 2010. IRCTC is the most successful e - Commerce initiative in India. It has contributed Rs 340 Million to the total e - Commerce business of Rs 900 Million. The Indian Travel Ministry has introduced a travel portal called Incredible India. This portal is a big success as tourists can easily contact travel agents, tour operators and hoteliers easily. This portal has also caused a surge in medical tourism to India. By the year 2016, the medical tourism market in India is expected to be around US$ 2 million. Other travel portals include

Makemytrip, Yatra, Cleartip, and Travelguru. Makemytrip has achieved revenue of Rs 230 Million for the financial year ending March 2010.

v) **Gifts and e-commerce**- In the bygone days, one had to plan what to gift a loved one, trudge across to your favourite shop, and browse for hours before purchasing a gift. The gifts are categorized as: Collectibles like paintings and sculptures, Luxury items like leather goods, perfumes, jewellery boxes, etc, household curios and carpets, etc, Toys & games, Chocolates, Flowers, Woodcraft & metal-craft.

vi) **Hobbies and e-commerce**- The most popular hobbies from time immemorial are reading, music and films. The book's cover a wide range of topics like Business, Art, Cookery, Engineering, Children's Stories, Health, Medicine, Biographies, Horror, Home & Garden, etc.

vii) **Matrimony and e-commerce**- Matrimony eCommerce portals provide the seekers appropriate information regarding the prospective matches, region of their residence, their religion, caste, etc. Allied services are also provided to the listed members. It is said that marriages are made in heaven, but in the world of E-commerce they are made on marriage portals. One can search for a suitable match on their websites by region of residence (India or abroad), religion or caste. Allied services for registered members: Astrological services, Information on Customs and Rituals, Legal issues, Health & Beauty, Fashion & Style, Wedding Planners. These services include: astrology, information on customs and rituals, legal issues, health and beauty, fashion, wedding planners, etc. Some of the leading matrimony portals in India include: Shaadi.com, Jeevansathi, com, Bharatmartimony.com, Indiamatrimony.com, and Simplymarry.com, and LifepartnerIndia.com.

viii). **Employment and e-commerce**- Another area where eCommerce is widely used is that of employment. Internet has simplified the process of search for 'right people on the right job'. There are a number of web portals and sites that match a prospective employer's requirements with that of candidates applying for that job. Two major portals like www.Monsterindia.com and www.naukri.com (meaning job.com in Hindi) are instrumental in providing job seekers with suitable employment at the click of a mouse. The service for job seekers is free and for Employers they charge a nominal fee. Jobs are available online in fields ranging from secretarial to software development, and from real estate to education.

ix). **E-Tailing or Online Retailing** and e commerce Due to improved broadband connections and increased penetration of credit card facilities to a wider population, e-Tailing or online retailing is witnessing a substantial growth. Internet retailers provide a wide range of facilities to the consumers, including discounted prices, comparison of product features offered by various vendors, areas where the products can be procured, etc. Currently, the online retail industry in India is estimated to be worth Rs 110 Million. Some of the retail stores offering online retail facilities include: Reliance's Rmoneymall, Pantaloon's FutureBazaar.com, Videocon's eDigiworld.com, Vishalmart's Vishalmegamart.com, and the Tata Group's Westside. Some of the popular job sites in India include: Naukri, Monster India, Times Jobs, Careerjet, Naukri Hub, Career India, Bixee, ClickJobs, CareerAge, and Freshersworld.

x).**Online Advertisements and e commerce** The Indian population accesses the internet from home, office, and cybercafés. There is a large segment of population that is fast adapting to internet. Advertisers have identified the internet as a medium for enhancing the awareness for their business activities. Online advertising in India is expected to cover all organizations and their products. The online advertisement industry grew to Rs 3250 million in India, accounting for 38% growth rate in 2008-2009. The growth rate for the year 2009-2010 has grown to 32% which amounts to Rs 4300 million.

Barriers to e-commerce in India:

Some of the infrastructural barriers responsible for slow growth of eCommerce in India are as follows. Some of these even present new business opportunities.

I). **Payment Collection:** When get paid by net banking, one has to end up giving a significant share of revenue (4% or more) even with a business of thin margin. This effectively means one parting away with almost half of profits. Fraudulent charges, charge backs etc. all become merchant's responsibility and hence to be accounted for in the business model.

ii). **Logistics:** Businesses have to deliver the product, safe and secure, in the hands of the right guy in right time frame. Regular post doesn't offer an acceptable service level; couriers have high charges and limited reach. Initially, one might have to take insurance for high value shipped articles increasing the cost.

iii). **Vendor Management:** However advanced system may be, vendor will have to come down and deal in an inefficient system for inventory management. This will slow down drastically. Most of them won't carry any digital data for their products. No nice looking photographs, no digital data sheet, no mechanism to check for daily prices, availability to keep your site updated.

iv). **Excessive pricing in e-commerce markets:** Over the short term, excessive pricing is unlikely to be a major issue for e-commerce companies. Few e-commerce operations are currently making any profits, let alone excessive profits. Over the longer term, however, excessive pricing may become a serious concern for those e-commerce companies that develop dominant positions in their relevant markets.

v). **Collusion:** One of the most widely held competition concerns relating to e-commerce is that it may facilitate such collusive behaviour. Much of the recent discussion of this issue has focussed on the development of B2B online marketplaces that are co-owned by a number of significant market participants. More generally, there are a number of characteristics of e-commerce that might be expected to facilitate collusion, even in the absence of joint ventures and online marketplaces.

vi).**Cyber crime in E-Commerce:** Cyber crime is a key alarm that consumers have regarding e-commerce. No one wants to become a victim of cyber crime, which is a real hazard to e-commerce. Cyber crime is an e-crime. Cyber crime is a criminal act that involves computers and networks. Cyber crime includes criminal acts such as computer viruses, phishing, and denial of service attacks that cause e-commerce websites to lose revenues. Understanding and defending against cyber crime is critical for companies involved in e-commerce.

vii).**Quick Service:** Timely service provided by the company.

VIII).**Terms and condition:** T• & C should be clear & realistic. Quality: The product quality should be same as shown on the portal.

IX) **Customer care centre:** A dedicated 24/7 customer care centre should be there.

x) Patchy internet connectivity due to undeveloped infrastructure

xi)General lack awareness about the benefits that e – commerce offers

xii)Lack of trust among organisations considering going online.

Conclusion

The future of E-Commerce is difficult to predict. There are still few areas were various segments that would grow in the upcoming future like: interior products, day to day products ,electronic appliances, hardware products and apparel and even automobiles. There are also some essential factors which will significantly contribute to the boom of the E - Commerce industry in India i.e. technological reach, trustworthiness, lack of awareness among the public especially in rural areas, replacement guarantee, M-Commerce services, location based services, multiple payment option, right content, cheap shipment option, legal requirement of generating invoices for online transactions, quick Service, Terms & Conditions should be clear & realistic, the product quality should be same as shown on the portal, and a dedicated well equipped 24/7 customer care centre should be present with at most dedicated personnel's rendering all forms of services according to consumer's preferences. On the whole there are enormous numbers of opportunities present for small and medium traders for growth and expansion of their business in upcoming future, so that Indian commerce market can be fully transformed into electronic markets in upcoming futures. On the behalf of above said reports and experts views it can be concluded that future of e-commerce industry in India has a long way in its destiny.

References

1. http://timesofindia.indiatimes.com/tech/tech-news/E-commerce-may-dominate-marketing-trends-in-2015/articleshow/48404165.cms
2. http://www.researchmanuscripts.com/isociety2012/7.pdf
3. http://ojs.academypublisher.com/index.php/jait/article/viewFile/jait0304250257/5751
4. http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.475.3372&rep=rep1&type=pdf
5. http://www.pewinternet.org/2014/03/11/world-wide-web-timeline/
6. http://www.ibef.org/download/The-Rise-and-Rise-of-E-commerce-in-India.pdf
7. https://en.wikipedia.org/wiki/E-commerce_in_India
8. http://www.thehindu.com/business/ecommerce-likely-to-be-80-billion-industry-by-2020-report/article7731235.ece
9. http://www.hybris.com/en/downloads/analyst-report/forrester-wave-b2c-commerce-suites-2015/718?adword=google%2F%5BEN%5D+Forrester+Report+-+Search%2FForrester+e-commerce%2Fecommerce%20trends&amktid=19039143346708001&gclid=COvH1obur8gCFZEnjgodhzgGGQ
10. https://www.timetoast.com/timelines/120739