



## IMPACT AND FUTURE OF E-COMMERCE

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### ABSTRACT

*E-commerce has wide coverage and less expensive in present market. In simple words, seller will create a website and make available of all product information and price customer will buy the goods and services. customer can pay the price through cash on delivery, credit cards, debit cards, wallet, net banking. Seller will deliver the products to the customers in the mentioned date. E-marketing is easy to access and it has been a common one. This article focuses on impact of e-commerce on its stakeholders and future of e-commerce in India.*

**KEY WORDS:** *E-commerce, website, customer, E-marketing and pay.*

### INTRODUCTION

E-marketing was started in early 1990s. In the starting stage there were only few websites available for product information. After a period, E-marketing has become a popular one among the customers such an extent that advertising space, software space, business models etc. In E-marketing there are three main models they are

- Business -to-Business(B2B)- Companies do business with each other.
- Business-to-customers(B2C)- Selling of goods directly to the ultimate customers.
- Peer-to-Peer(P2P)- It is a common business model between two individuals exchange the goods among themselves.

### IMPACTS

#### 1. Impacts on Retailers

E-commerce will help the customers to break the geographical barriers and help the customers to buy the products at any time they want and any place. Shop Owner will work for the assortment of goods and outer display. Online retailer will work on inventory and he will buy the goods directly from manufacturer and sell it to the customers. The price of the product will differ from the shop and online.

#### 2. Impacts on supply chain management

E-commerce will help the companies to have a good supply chain management to reach their customers quickly. It will help them to increase their returns and decrease the charge for supply.

#### 3. Impact on employment

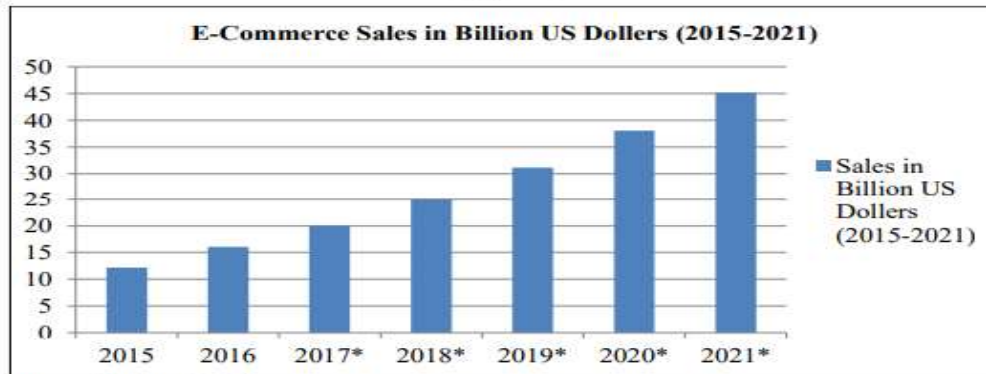
E-commerce will create huge amount of employment opportunities in the society. It also needs the highly skilled employees to manage the technical information if they employees were not skilled, they will work for low wages.

#### 4. Impact on customers

It gives convenience for the customers to purchase the product at any time and any place. It helps the customer to overview different kinds of products at low time and it also saves their money. It offers other facility like tracking the order, online payment or offline payment, extra offer, special gifts, coupons Etc. It will decrease the human interactions and in case of return goods include huge process for return and repayment it will be a discomfort for the customer.

#### Future of E-commerce in India

The online business in India is quickly increasing. The web clients' base in India may in any case be simple 400 million, which is less when contrasted with created countries of the world but it is increasing in rate. The growth of e-commerce in India is due to internet penetration and easily available smart phones. Indian government is helping the retail sector to push them forward and also, they are offering schemes to encourage them. Retail is one of the most important and largest upcoming sectors in India and its Growth rate is also in increasing rate. Table 1.2 and Graph 1.2 show the growth of ecommerce sales from 2015 to 2021.



Source: (Statista, 2017)

Table No. 1.1

Years	E-Commerce Sales in Billion US Dollars (2015-2021)
2015	12.19
2016	16.08
2017*	20.01
2018*	24.94
2019*	31.19
2020*	38.09
2021*	45.17

Source: (Statista, 2017)

Table 1.1 and Graph 1.1 represents the growth of e-commerce sales from 2015-2021. It is clear from the table and the graph that the e-commerce sale is showing an increasing trend. It was 12.19 billion Dollars in 2015 which rose to 16.08 in 2016. In the upcoming years the growth will be in increasing pace. It is expected to reach at 45.17 billion Dollars in 2021, which is almost 4 times the sale of 2015.

As of now, India has a top web client base of around 475 million as of July 2019, about 45% of the populace. In 2016, the biggest internet business

organizations in India were Flipkart, Amazon, Myntra, Paytm, and Snapdeal. In 2019, Amazon beat Flipkart and was recorded as the greatest online business in India regarding income.

Today we are live in the period of online business and it creates from customary trade. The web-based business is perhaps the greatest things that have taken the business by a tempest. It is making a whole new economy, which has an enormous potential and is generally changing way organizations are finished.

### SWOT analysis on E-commerce

<b>Strength</b> Variety of brands Various price for same products Saves customer time	<b>Weakness</b> Reduce direct contact Too much of process for return Difficult for uneducated people
<b>Opportunities</b> Multi-channel automation. International e-commerce. Growing popularity.	<b>Challenges</b> Economic challenges. Technological challenges. Social challenges. Legal challenges.

### CONCLUSION

Online shopping has evolved so much in the busy world. People find online shopping more useful and time saving. Online shopping has benefited the sellers also in a wider range that the sales has evidently increased manifold. There are several

trends in the e-commerce arena that equally deserve a place in our present discussion. But all the major e-commerce trends so far hold substantial truth for the future of the entire sector. Ultimately, Online shopping are likely to see more new ideas being implemented as customers and employees propose



innovations of their own. In today's environment, information and ideas can flow freely. But all the major e-commerce trends so far hold substantial truth for the future of the entire sector.

Thus, it can be observed how E commerce has taken roots and spreads its activities to a tremendous extent all over the world and equally so in our country--India that is Bharath. At the speed with which it is spreading its wings, it will not be surprising that we will lead other countries in the world.

We in our day today life resort to e commerce for several things including food items through agencies like Zomato and Swiggy. What a simple way of getting food items? Just we order whatever we need through many a reputed restaurants and hotels and we get it in no time!!!! Similarly, medicines or any day today requirements we take recourse to E commerce. Amazon has made a mark for itself in E commerce. At this rate one need not go for shopping for anything but can get sitting happily at home watching TV or doing some other worthwhile thing at any part of the day- day or night, rain or shine! What all need in this regard is internet at home and a computer. Today these two have become quite common in any house. Even, the first standard students get online classes sitting at home! Thus, e commerce has become the life line in the world of business.

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