

Emergence of E-Commerce in India

A report submitted to Cluster Innovation Centre
in partial fulfillment of the requirements for paper:

VI.6.1 Business: Organization and Strategy
(Semester- VI 2020)

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April 2020

Certificate

This is to certify that the present work embodied in this report entitled “Emergence of E-Commerce in India ” has been submitted to Cluster Innovation Centre, University of Delhi towards the partial fulfillment of the paper VI.6.1 Business: Organization and Strategy. This project has not been submitted in part or full to any other University/Institution for the award of any other degree or diploma. The work has been carried out at Cluster Innovation Centre under the supervision of Subhash Verma. However, the supervisor does not undertake any responsibility for the authenticity of text.

Acknowledgment

With a deep sense of gratitude, we express our dearest indebtedness to **Mr. Subhash Verma** for his overwhelming interest in our project. We would like to thank him for giving us the opportunity to do this wonderful project on **Emergence of E-Commerce in India**. His learned advice and constant encouragement have helped us complete this project. This is our proud privilege to be his student.

Abstract

One of the most profound changes currently transpiring in the world of business is the introduction of electronic commerce. The impact of E-Commerce on procurement, shopping, business collaboration and customer services as well as on delivery of various services is so dramatic that almost every organization is affected. It is changing all business functional areas and their important tasks, ranging from advertising to paying bills. The nature of competition is also drastically changing, due to new online companies, new business models and the diversity of E-Commerce related products and services. It provides unparalleled opportunities for companies to expand worldwide at a small cost, to increase market share, and to reduce costs.

Keywords

E-commerce, E-business, Mobile commerce, Supply Chain, Marketing, Products and Services, Small and Medium Enterprises.

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Introduction

E-commerce, commonly known as Electronic commerce or Internet commerce refers to buying and selling of goods, products, services, a whole lot of things (from pencil to Cars and much more above that) using the internet and the transfer of data and money to deal with these transactions. It relates to a website of the vendor, who sells products or services directly to the customer from the portal using a digital shopping cart or digital shopping basket system and allows payment through credit card, debit card or EFT (Electronic Fund Transfers).

E-commerce and E-business are usually taken to be the same, but they are not. You can think of it as E-commerce is a subset of E-business. E-business refers to all aspects of operating an online business (from production to final delivery of the product) whereas E-commerce specifically refers to transaction of goods and services.

Motivation

E-Commerce in developing countries like India is a very vital component of the economy and offers a considerable amount of opportunities as well. The e-commerce industry in India is growing fast, booming, and expanding at a larger rate. The concept of online shopping has attracted the Indian population tremendously. Exposure to the Internet has been highly instrumental in e-commerce success.

The motivation for this study is to understand how the ecommerce sector has helped the indian economy as well as the citizens of the country. In this study we'll like to gain some comprehension of the importance of the sector and effect that the sector has had on the country as a whole. Another important motivation for the study is to understand how in a country like India, whose citizens have always been skeptical about online payments or buying things without checking them in hand, how the ecommerce sector established itself, how did the citizens change their perception about the sector.

History

The history of ecommerce begins with the first ever online sale: on August 11, 1994 a man sold a CD by the band Sting to his friend through his website NetMarket, an American retail platform. This is the first example of a consumer purchasing a product from a business through the World Wide Web or “ecommerce” as we commonly know it today.

Enhancements in technology, such as the Internet, have helped lower barriers to market entry in a variety of industries. A number of studies have examined factors leading companies to use the Internet and e-commerce. Teo & Pian (2003) examined contingency factors that affect both Internet adoption and their impact on competitive advantage based on Wiseman’s (1988) five factors of competitive advantage- differentiation, cost reduction, innovation, growth, and alliance. The results showed a positive relationship between-

1. The combination of a proactive business technology strategy and a competitive advantage.
2. The level of information technology adoption by companies. However, there was no relationship between Internet adoption and technology compatibility or top management support.

Zhu, Kraemer, & Xu (2003) found that technology competence, firm scope and size, consumer readiness, and competitive pressure were significant drivers of e-business adoption. Additionally, more small- and medium-sized enterprises (SMEs) were adopting e-business in countries that already had a higher adoption of e-business—a network effect. However, Zhu, Kraemer, & Xu (2006) found that smaller companies might be at a disadvantage in terms of initiating an e-Commerce initiative but that small companies had advantages over a large company during the adoption and routinization phases due to their flexibility.

Small- and medium-sized enterprises (SMEs) have not adopted the Internet or e-Commerce as quickly as large firms (Walczuch, van Braven, & Lundgren, 2000). This is of particular interest given the expectation that SMEs have the opportunity to compete on more equal terms with large

companies when competing on the Internet. A number of studies have focused on e-Commerce adoption and smaller firms. For example, Mehrrens, Cragg, & Mills (2001) found three variables positively affected Internet adoption for small firms: perceived benefits, organizational readiness, and external readiness. Karakaya & Khalil (2004) found that company size was related to overall Internet adoption. They also determined that technological readiness was positively associated with Web site sophistication, use of the Internet for marketing support, and Internet use for marketing intelligence. In the same line of thinking, Dholakia & Kshetri (2004) researched factors that contributed to SMEs' involvement with the Internet (adoption and e-commerce applications). They reported that prior technology use and competitive pressure were positively related.

Table 1: Summary of Tested Variables related to Adopting E-Commerce/E-Business

Topic	Author	Variables (relationship)*
<i>Reasons for a company to adopt the Internet</i>	Bandyopadhyay (2001)	lower barriers to entry due to
	Porter (2001)	the Internet
	Teo and Pian (2003)	technology compatibility top management support
<i>Reasons for a company to adopt e-commerce/e-business</i>	Zhu et al. (2003)	technical competence
		firm scope and size
		consumer readiness
		competitive pressure
	Erdem & Karakaya (2005)	products and services that are faster and lower in cost
		increasing sales
	Yap (2006)	reducing costs providing customer service gathering information

Topic	Author	Variables (relationship)*
<i>Reasons for SME adoption of e-commerce</i>	Zhu et al. (2006)	proving business productivity competition
	Wang et al. (2006)	performance expectancy relative advantage network orientation information efficiency
	Mehrtens et al. (2001)	perceived benefits organizational readiness external readiness
	Karakaya and Khalil (2004)	company size technology readiness
	Kshetri (2004)	prior technology use competitive pressure
	MacGregor and Vrazalic (2005)	(mixed) strategic alliance AI
	Qirim (2006)	riskiness
	Jean et al. (2006)	CEO's knowledge of IT/e-business relative advantage benefits from implementing e-business

*The given variables are having positive, negative and neutral impacts on the E-commerce business. In the above table, these are some authors who have tried to find the relationship between how variables like these will have a relationship with the E-commerce of different sectors.

Market Size

Propelled by rising smartphone penetration, the launch of 4G networks and increasing consumer wealth, the Indian e-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion in 2017. Online retail sales in India are expected to grow by 31 per cent to touch US\$ 32.70 billion in 2018, led by Flipkart, Amazon India and Paytm Mall.

During April-June quarter 2019, smartphone shipment in India grew 9.9 per cent year-on-year to 36.9 million shipments. It is expected to reach 160 million in 2019. During 2018, electronics is currently the biggest contributor to online retail sales in India with a share of 48 per cent, followed closely by apparel at 29 per cent.

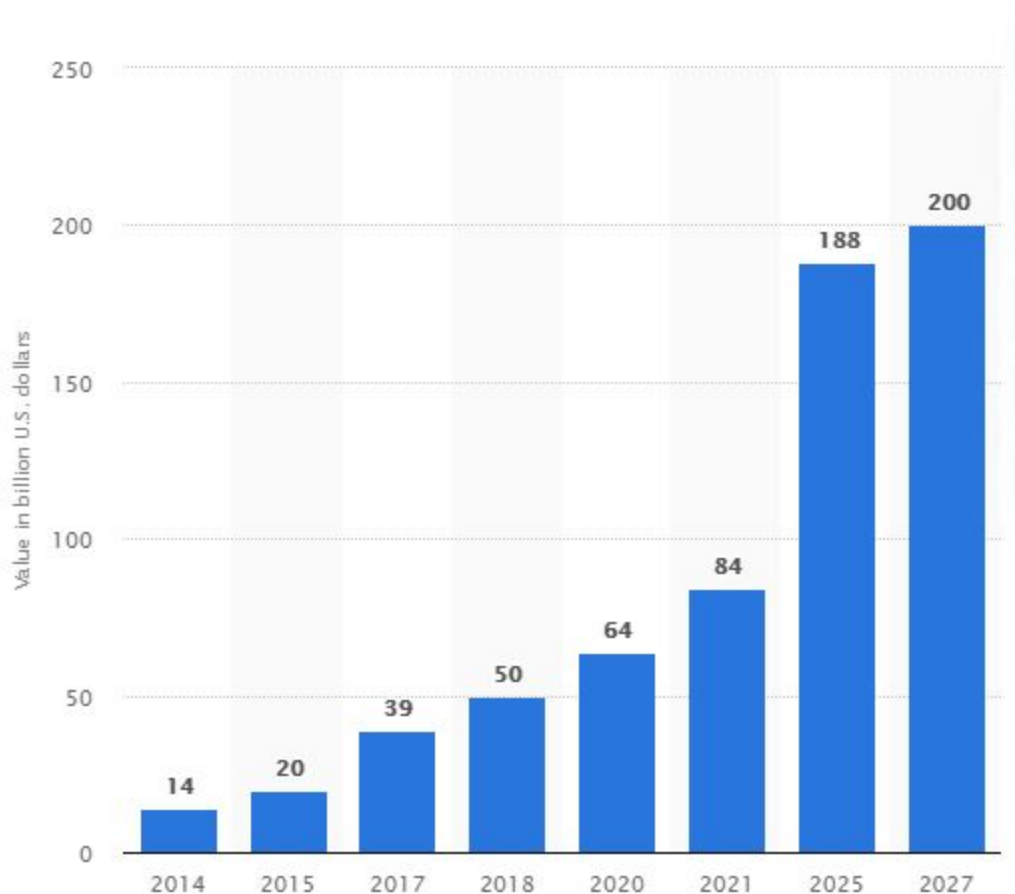


Figure 1: E-commerce Market Size in India

Even before the fillip to e-commerce provided by the **coronavirus pandemic**, India was seen as one of the world's fastest growing e-commerce markets. E-commerce revenue this year is expected to reach \$120 billion, triple its size in 2017, according to India Brand Equity Foundation.

India, the last big global retail frontier with 1.3 billion people, is an open arena for technology giants as smartphone adoption balloons and cut-rate data plans fuel consumer entertainment and social media. That will prompt more and more Indians to shop over the internet. Currently, about 140 million buy products online at least once in 12 months, according to Forrester Research.

Problem Statement

The term E-commerce came in the early 1990s after the emergence of the internet and with it brought a great deal of comfort and amenities. It also ushered in a new era where companies such as Amazon and Flipkart saw the opportunity and flourished. But there are many differences in life before and after the emergence of E-commerce in India.

This paper focuses on exploration of various components of E-commerce; how it started in India, what difficulties did it face, what new laws were created for smooth functioning of this industry, and so on. The focus is on the emergence of E-commerce and what entailed afterwards.

Research

- **Investment / Development**

There have been plenty of developments which makes E-commerce a successful venture to start:

1. Internet Content Available in Local Languages: People are able to access the internet without any language barriers which provides them a user friendly experience which in turn makes it easy for them to access the internet for their benefit and take part in E-commerce.

2. Mobile Commerce: Mobile sales have increased in India. Smartphone users have increased and this helps online retailers reach more people in the nation and access their websites for shopping.

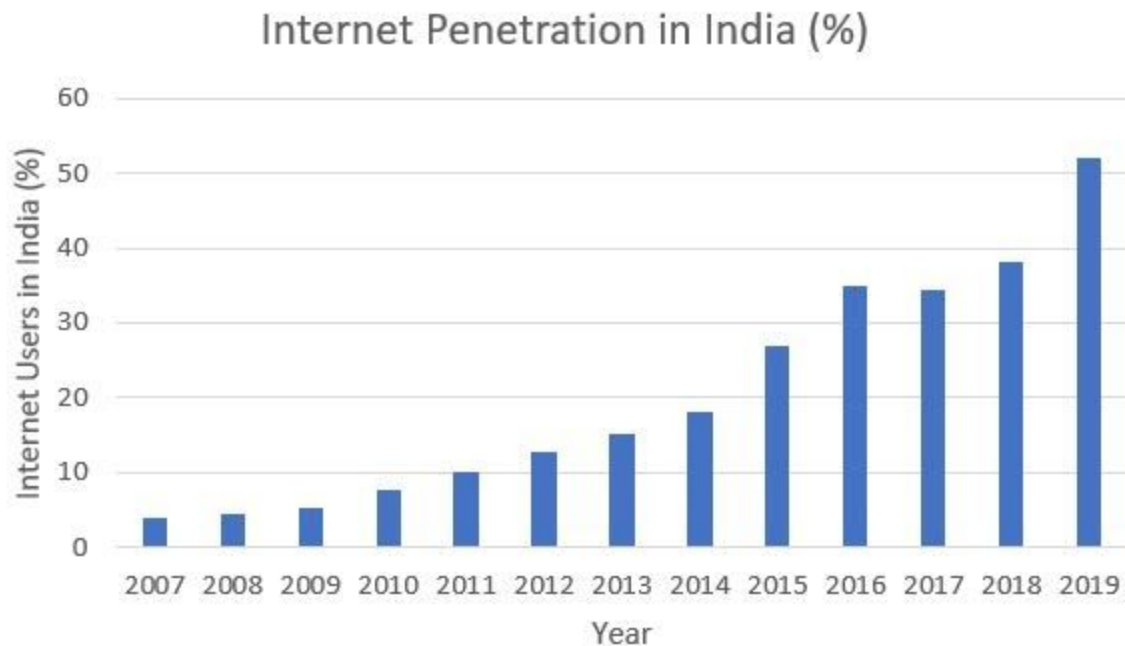


Figure 2: Internet Penetration in India (in Percentage)

3. Cashless Transactions: Usage of debit cards, credit cards, UPI, online wallets such as Paytm and PhonePe have made transactions easy for users hence enabling them to have a seamless experience.
4. Increasing Investments: US \$ 6.25 billion have been invested in the logistics sector, Chinese phone manufacturer, Xiaomi, is planning to invest about US \$ 1 billion in 100 indian startups. Paytm raised about US \$ 1.5 - 2 billion from its existing investors. All this heavy investment in the E-commerce industry is making it expand and reach all the corners of the nation.

- **Government Initiatives**

Since 2014, the Government of India has announced various initiatives namely, Digital India, Make in India, Start-up India, Skill India and Innovation Fund. The timely and effective implementation of such programs will likely support the e-commerce growth in the country. Some of the major initiatives taken by the government to promote the e-commerce sector in India are as follows:

1. The Indian government under the portfolio of the Finance Ministry approved the creation of a “Government e-Marketplace” (GeM) through the department of Directorate General Supply and Disposal (DGS&D) for government purchases. The platform will be used to host the common used goods and services for government employees. With this eCommerce marketplace platform, the government can easily make online purchases worth Rs 50,000. The purchases that are having the threshold limit higher than Rs 50,000 will be done based on the parameters like lowest price bidding, quality standards, specifications and delivery period requirements. Government e-Marketplace (GeM) signed a Memorandum of Understanding (MoU) with Union Bank of India to facilitate a cashless, paperless and transparent payment system for an array of services in October 2019.
2. The Government of India started an online trading platform for farmers in order to connect them to a network of wholesale agricultural markets. In the beginning, only 12 different farm commodities were traded on the online platform but now 21 regulated wholesale markets (mandis) from eight different states have integrated into this platform. For the context of this agricultural eCommerce marketplace, around 7,000 mandis are in the big picture.

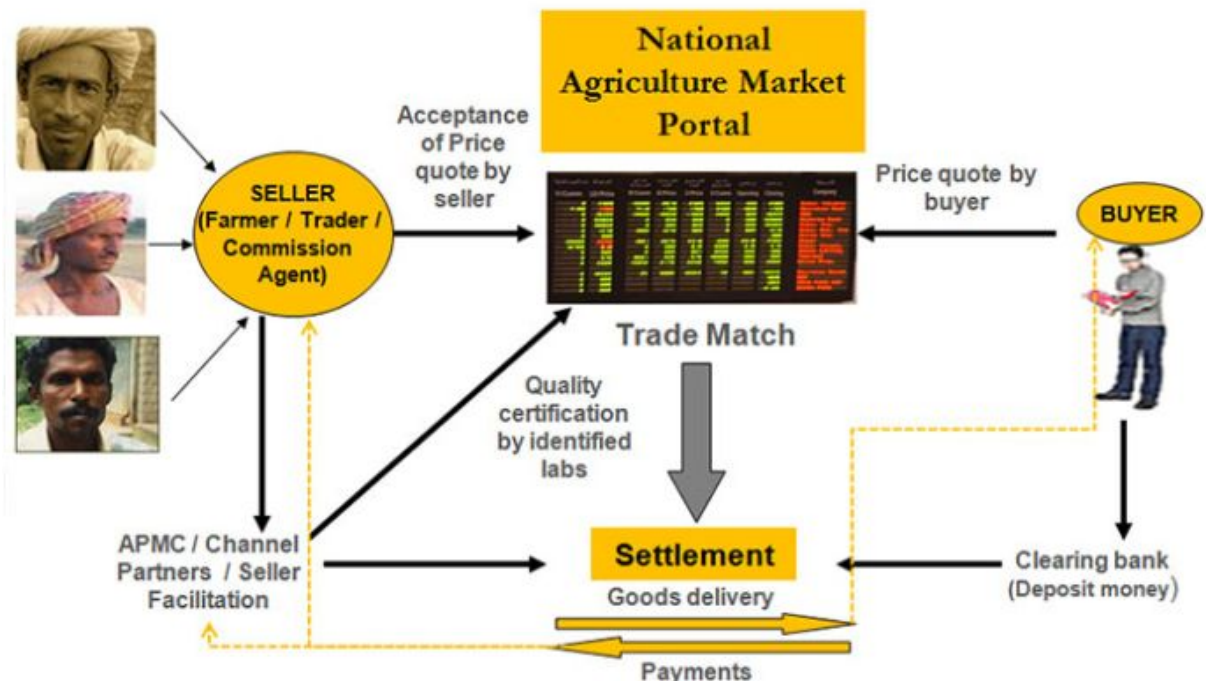


Figure 3: National Agriculture Market Working Model

3. The Government of India under the Ministry of Women and Child development launched an e-commerce portal for women entrepreneurs known as Mahila e-haat. This e-commerce marketplace platform allows women to enlist and showcase their products online without any additional cost. It is also planning to integrate other e-commerce portals that can provide a larger platform for the purpose of buying and selling.



Figure 4: Webpage of Ministry of Women and Child Initiative

4. In order to increase the participation of foreign players in the eCommerce field, the Indian Government hiked the limit of foreign direct investment (FDI) in the eCommerce marketplace model for up to 100%. The new notification also cleared that the total sales contributed by any group company or a single vendor should not exceed more than 25%. Furthermore, the extension in the FDI is allowed for business-to-business (B2B) sector only and not for business-to-consumer (B2C) basis. For more information about this FDI hike, do take a quick look at the blog that explains the government decision in this FDI policy change.
5. In February 2019, the Government of India released the Draft National e-Commerce Policy which encourages FDI in the marketplace model of e-commerce
6. In order to increase the participation of foreign players in the e-commerce field, the Indian Government hiked the limit of foreign direct investment (FDI) in the E-commerce marketplace model for up to 100 per cent (in B2B models).
7. The heavy investment of Government of India in rolling out the fiber network for 5G will help boost ecommerce in India
8. In the Union Budget of 2018-19, government has allocated Rs 8,000 crore (US\$ 1.24 billion) to BharatNet Project, to provide broadband services to 150,000 gram panchayats
9. As of August 2018, the government is working on the second draft of e-commerce policy, incorporating inputs from various industry stakeholders.

- **Role of Supply Chain in India (Procurement and Sourcing)**

The revolution and changes in technology, marketplace dynamics and economic uncertainty is leading to the creation of an explosion in a new form of business mode, i.e. e-commerce. Technology forces are making it possible, market forces are making it viable, and economic situations are making it inevitable. Keep in mind, though, that consumers demand more than an interactive experience. They want delivery convenience and lower fulfillment costs. They need to be assured of fast and reliable delivery. The value the consumer places on timely delivery can

affect the logistics network design significantly. “Time is money” and digital consumers of the 21st century don’t have the same tolerance levels as their analogue-world ancestors. Today’s consumers are yearning for instant gratification as never before. Associates in the supply chain must improve their efficiencies from order capture to fulfillment to provide that gratification.

The goal of consumer-direct business models is to let customers select and configure products and services interactively, get a price quote, and receive a committed delivery date online. Companies serious about satisfying customers online must substantially change their process to take consumer-direct retailing and manufacturing attractive to the consumer. Companies must reassess the complete fulfillment business model promotions, merchandising, product assortment, pricing, supplier relations, technical management, distribution, returns, and post-sale services. Each of these areas demands new processes, skills, and approaches. To satisfy a consumer-driven marketplace, companies must move beyond the singular mentality of intra company optimization. Instead, they must focus on how intercompany business process synchronization can transform consumer demands into consumer satisfaction. As with a single company, core competencies of each component of the supply chain (or virtual organization) must be evaluated objectively to eliminate inefficiencies and interact intelligently in order to facilitate integration of various processes.

Order-fulfilment Planning

Rising customer expectations and short fulfillment deadlines call for effective planning that breaks artificial boundaries and bridges the gaps between the consumer and the other players in the supply chain. Fulfillment planning must consider the entire planning process- from manufacturing, through distribution and shipping within a single integrated model. Fulfillment planning involves evaluation of multiple planning strategies such as profitable-to-promise, available-at-promise, and capable to-promise. It’s important to plan backwards from customer priorities and fulfillment deadlines. Thus, to generate an executable plan, the fulfillment planning process needs to look at all supply chain restraints at the same time. These include transportation

constraints such as truck capacity and weight, use of alternate modes and accessibility of downstream resources such as loading docks.

Procurement and Sourcing

Many of the e-commerce ventures work on assembly to order manufacturing e.g. Dell Computers. In this case the importance of purchasing the right product at the right time seems imperative. Procurement or sourcing is well practiced operation with physical organization, but as market and product become global, international challenges and opportunity emerged, has compel the organization to reorganize their procurement strategy. Companies have increasingly adopted the global sourcing strategy. This requires integration of procurement requirements across worldwide units and need to create common items, processes and suppliers. The Business to Business transaction is vital in procurement plans. Integrated backend operation generates demand and identifies the probable suppliers from whom material can be procured. Many organizations source some processes and or components. In emerging scenarios outsourcing is acting as a catalyst for agile response to customer demands.

Production Execution

With the advent of standard designs, more production functions are being performed at dedicated warehouses and distribution centers. The typical activities include light subassembly and sequencing, kitting, merging, consolidation, packaging, and labeling. Timing of the final assembly often drives the production plan for subassemblies. The process begins with the master production schedule for the finished product. An MRP (Manufacturing Resource Planning) system explodes this schedule to derive when, where, and in what quantities various subassemblies and components are required to make each product. Production also includes component replenishment strategies that minimize the amount of inventory in the pipeline and co-ordinate product hand-offs between the various parties involved. Timely renewal of warehouses is vital because customers will no longer tolerate out-of stock situations.

Distribution Management

Distribution management encompasses the entire process of transporting goods from manufacturer to distribution centers and then to final consumption point. The process also may cause packing, document preparation, customs brokerage and inventory and warehouse management. One of the most important innovations here is the integration of distribution with transportation planning and scheduling through a comprehensive supply chain execution solution. Transportation-management software spans the life cycle of the shipment and allows customers to view all of their shipments across a network of multimodal transportation providers. Distribution management also means providing users with easy access to shipping, tracking, and delivery data. Reverse logistics is another function of distribution management. Faster product obsolescence and more generous warranties have escalated the number of returns. Reverse logistics not only encompasses damaged or returned goods but also products designed for remanufacture hazardous materials, and reusable packaging.

Cross-application Integration

To be effective, companies need to seamlessly integrate the three elements of fulfillment logistics described above. At present, this rarely happens. Most Web servers only have a sporadic connection to the Enterprise Resource Planning rules that controls accounting, production, materials management, and distribution. Hence, when the user wants to know when a product will be delivered, the Web application cannot tell that user what inventory is available in the ERP system or at the third-party warehouse. These are precisely the kinds of problems that business-process synchronization can address by utilizing standardized information formats and communication points between trading partners. Distribution centre inventory has to be integrated effectively with the customer contact system. In high-velocity retail settings like the Web, customers quickly become unhappy if the seller is out of stock for what is advertised as in stock. Accurate distribution centre inventory, updated frequently, is essential to running an effective online business.

- **Barriers to E commerce Growth**

With the e-commerce industry in India rising at a booming rate, more so with the invasion of highly-sophisticated gadgets and faster-than-light internet. However, still, the e-commerce industry in India lags far behind compared to the western countries. There are several challenges faced by the e-commerce industry in India that come in the way of Indian online stores and merchants.

Among factors that bother India online shoppers, safety and security of online money while transacting is the biggest concern. Apart from them are the quality of products as the online shoppers can't really touch and feel the products they want to buy. Although the majority of e-commerce platforms in India have been hit by the challenges I am going to discuss below, there are a few like Snapdeal, Flipkart, Myntra, Yatra, and more have overcome these challenges and appear fairly victorious.

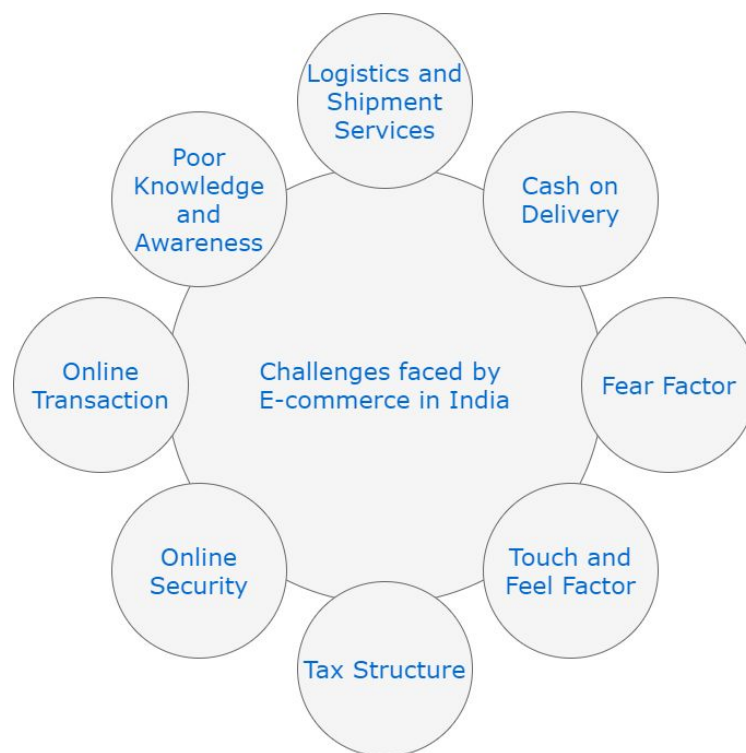


Figure 5: Challenges Faced by E-commerce in India

Some of the main E-commerce barriers are described below-

1. **Logistics and Shipment Services-** Logistics has been the major challenge for all the major e-commerce companies. The problem lies in reaching Tier 2 and Tier 3 cities and reaching further down. The companies need to strengthen the delivery arm along with building ample warehouses, good tracking systems and hiring trained staff. Upto 90% of goods ordered in India are moved by air which pushes the delivery cost by around half. Road and railway transport networks remain woefully underdeveloped. Most e- retailers use sometimes unreliable third party delivery firms. Most e-retailers are focusing their investment on setting up warehouses and signing up more suppliers across the country to ensure customers get orders delivered by the nearest supplier.
2. **Cash on Delivery-** In the age of internet banking, UPI transfer, credit/debit card still cash on delivery is the most preferred mode of payment used by the consumers. Cash on delivery has a major impact on the business margin. It has been reported that more than 75% of customers opt for COD. Many courier companies are riding on cash on delivery and return the collected cash to the retailers 1-2 months later. Cash on delivery can be expensive for the seller if the buyer returns the product as the company pays two way courier chargers. Cash on Delivery is considered as a necessary evil.
3. **Taxation-** The current tax laws pose significant challenges and calls for a new tax system. Some states are treating e-tailers as agents of sellers and therefore directing them to obtain VAT registration (after GST gets implemented in India, all of the companies have applied for the GST) and discharge taxes on behalf of the sellers. When the goods are shipped by the retailers and delivered by e-tailers there arises a challenge when the destination state demands VAT treating such sales as local sale in their state.
4. **Online Security-** Security continues to be a part for online business. Customers have to feel confident about the integrity of e-dealers and the payment process before they commit to the purchase. There are risks of hacking and cyber crimes too. Privacy has become a major concern for consumers with the rise of identity theft and impersonation, any concern for consumers must be treated as a major concern for e-commerce providers.

Security is one of the principal and continuing concerns that restrict customers in engaging with e-commerce. Security challenges are not limited to consumers as business and corporate firms also face security challenges as their vital information, record and most important their reputation is at stake.

- **Perspective of Small and Medium Enterprises (SMEs)**

The definition of SMEs varies in different countries and studies. The term SME covers a wide range of definitions and measures, varying from country to country and varying between the sources reporting SME statistics. There is no single and fixed definition for small and medium companies and existing definitions are changed from country to country and from one industrial sector to other industrial sectors. SMEs are defined on the basis of the number of employees employed & investment; in most of the countries. In India, Enterprises have been classified broadly into two categories, namely enterprises engaged in the manufacture/production of goods pertaining to any industry; & enterprises engaged in providing/rendering of services. As per “Micro, Small and Medium Enterprises Development (MSMED) Act, 2006 of Govt. of India”, MSMEs are defined in India as follows:

Table 2: Investment ceiling for plant, machinery or equipment (excluding land & building)

Classification	Manufacturing Enterprises*	Service Enterprises**
Micro	Up to Rs. 2.5 million (US\$ 50,000)	Up to Rs. 1 million (US\$ 20,000)
Small	Rs. 2.5 to Rs. 50 million / (US\$ 1 million)	Rs 1 to 20 million Rs (US\$ 40,00,000)
Medium	Rs.50 million to Rs.100 million (US\$ 2 million)	Rs 20 to 50 million Rs (US\$ 1 million)

* Investment limit in Plant & Machinery

** Investment limit in equipments

*** 1US\$= ₹70 (average).

TOE (*Technology- Organization- Environment*) Framework-

The process by which a firm adopts and implements technological innovations is influenced by the technological context, the organizational context, and the environmental context. The technological context includes the internal and external technologies that are relevant to the firm. Technologies may include both equipment as well as processes. The organizational context refers to the characteristics and resources of the firm, including the firm's size, degree of centralization, degree of formalization, managerial structure, human resources, amount of slack resources, and linkages among employees. The environmental context includes the size and structure of the industry, the firm's competitors, the macroeconomic context, and the regulatory environment.

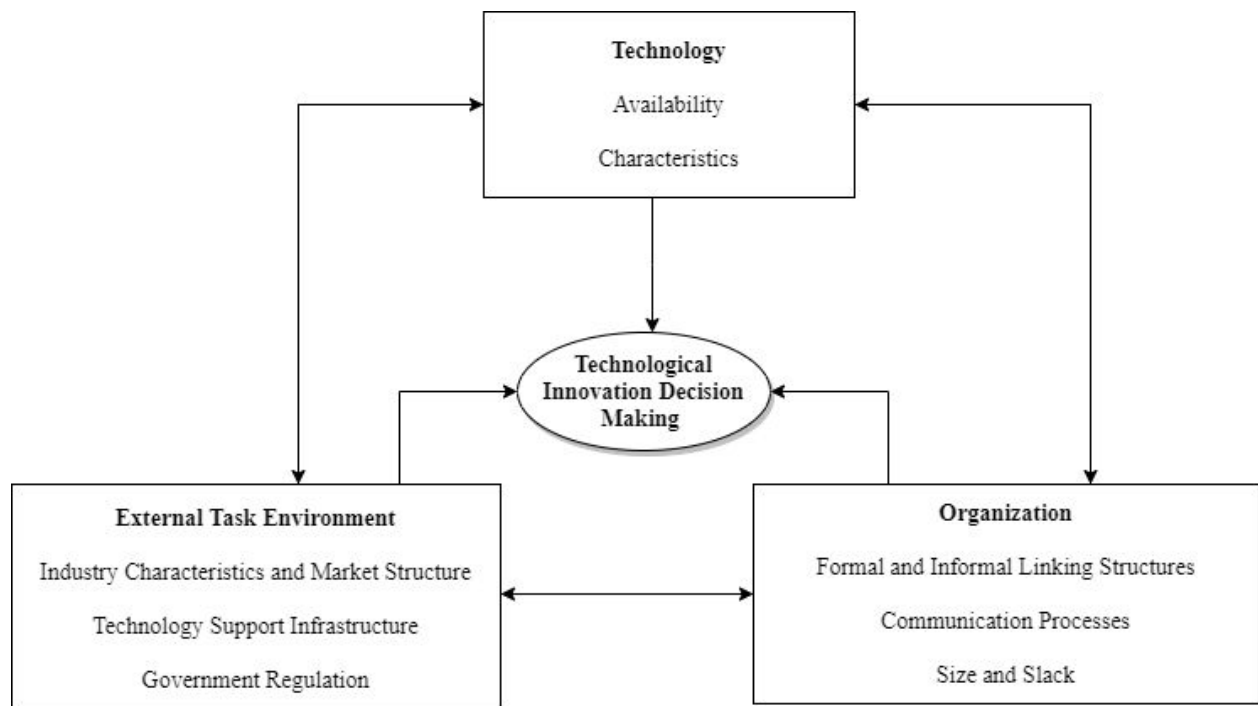


Figure 6: TOE Framework

Potential benefits of e-commerce to Indian SMEs-

1. Increase in Revenues
2. Lower Marketing and Distribution Spend

3. Increase in Profit Margin
4. Improved Geographic Reach and Accessibility
5. Shorter Time to Market
6. Improved Customer Experience



Figure 7: Potential Benefits of E-commerce to Indian SMEs in terms of percentage



Figure 8: The status of e-commerce among Indian MSMEs

Initiatives launched by leading e-commerce players are helping SMEs key Indian states connect to a larger, global audience while improving sales and sector awareness.

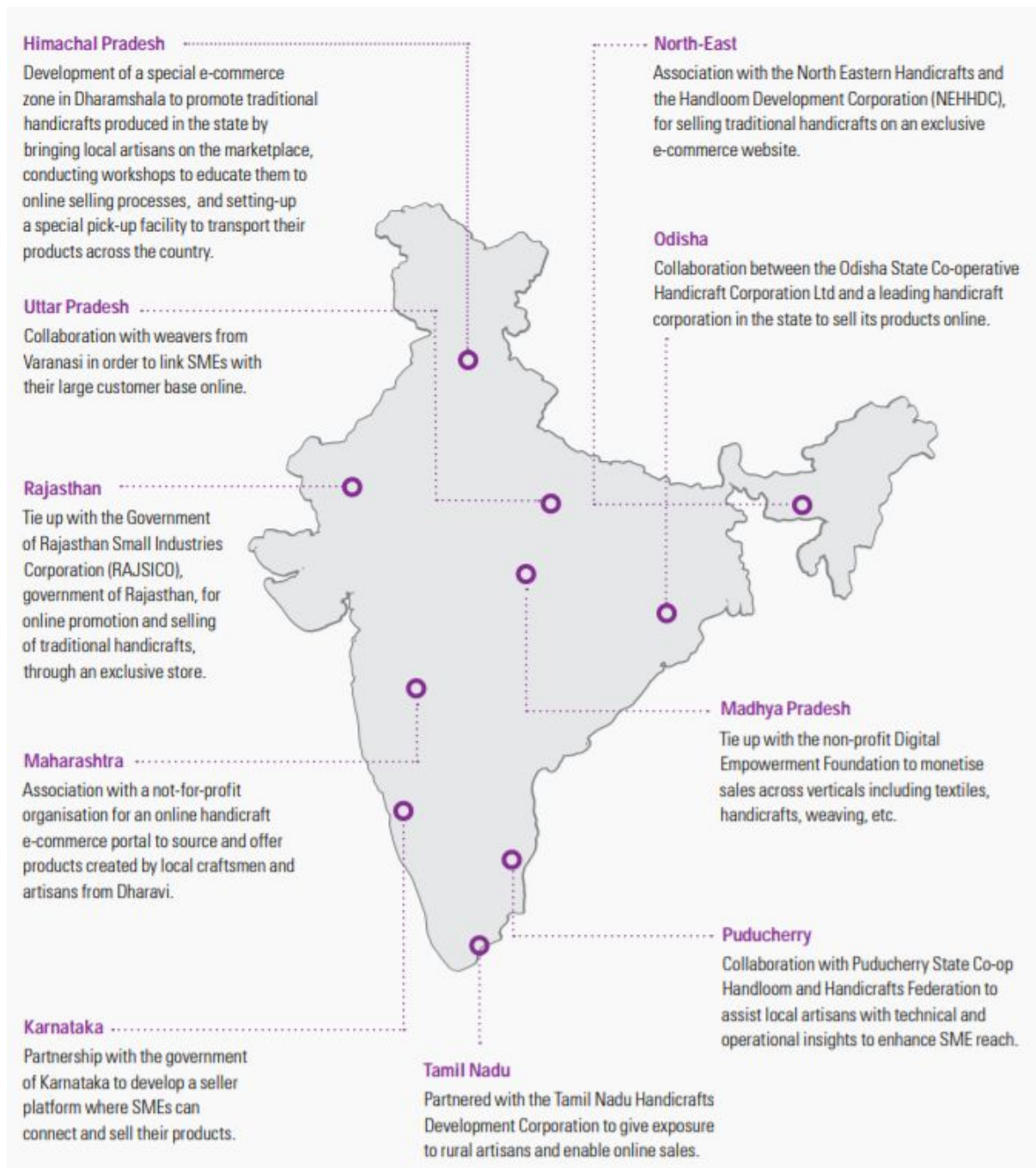


Figure 9: Different initiatives taken by e-commerce with states

The internet has emerged as a game changer for the business across the world, during the last decade. SMEs in India have traditionally been dependent upon domestic trade but with access to Internet technologies they have started to explore the opportunity to trade globally. Although SMEs in India may or maynot have their own online presence (such as websites), 43 percent of SMEs participate in online sales in India.

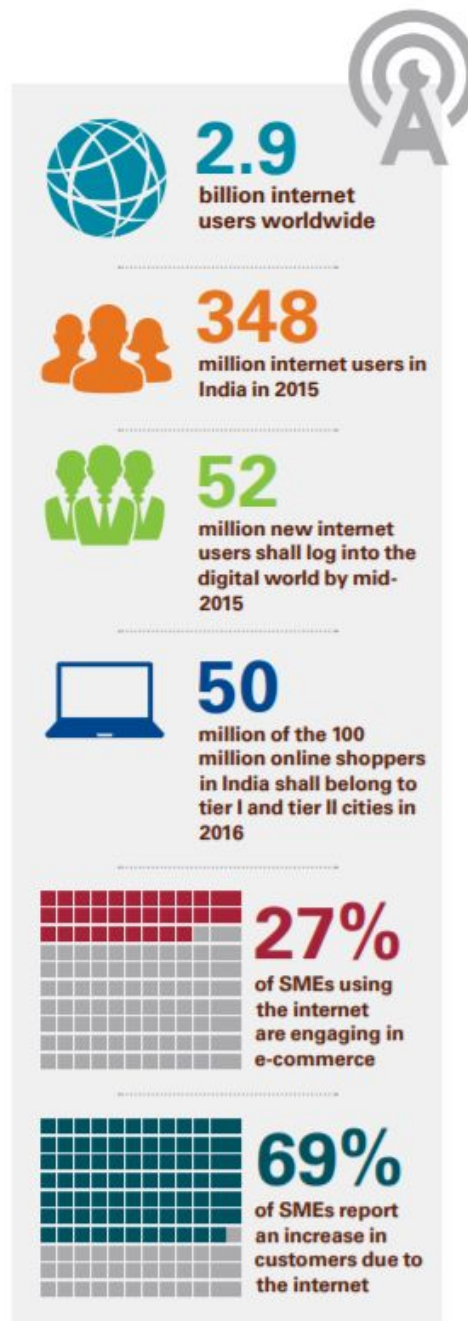


Figure 10: Internet offers tangible benefits to SMEs

Opportunities

- **Changing E-commerce Landscape**



1. The design of the E-commerce landscape can be changed or custom products can be built to get competitive advantage over others.
2. Many people believe that it is very hard and risky to start an online retail business. This can be changed by educating people that it is not that hard so they can expand their enterprises through this.
3. There are many fulfillment services available now worldwide. So a person can sit in the comfort of his location and cater to everyone's needs.
4. There are many digital marketing companies which write the content and provide you with customer service people which can help take the E-commerce business to the next level without the need of a large budget.
5. Aggregation of niche retailers and small manufacturers combine a very powerful combo which can service individual needs with a more customer-centric approach which will gain the company a name in the industry and loyal customers.

- **Evolving Digital Landscape**

1. After the advent of smartphones and then mobile commerce there has been much development in this area which presents itself as a new opportunity for business owners.

2. Being able to buy stuff with just a finger scan is the future. In India, people love comfort and services provided to their doorstep and so a company capitalizing on this opportunity can make a name for itself.
3. Customer acquisition through social means such as facebook and instagram, using little money and reaching a mass audience gives even small and medium enterprises an opportunity in the E-commerce world.
4. If a company works on both, offline and online business, then it has a larger chance to grow as physical catalogs and guideshops help greatly in delivering traffic and provide growth.

- **Inbound Marketing**

1. Smaller shops can focus on their niche products and build a destination which people can trust. They can show off their personality.
2. Companies can utilize podcasts to come to their needs which helps build a strong rapport and a level of trust.
3. Branding has always been an essential and an opportunity for E-commerce brands to get traffic. They can always connect people with a story they believe in and which people can support.
4. The companies have to differentiate themselves from bigger companies such as Amazon or Flipkart which competes with low prices, selection and convenience. This differentiation will be the opportunity they need to grow.

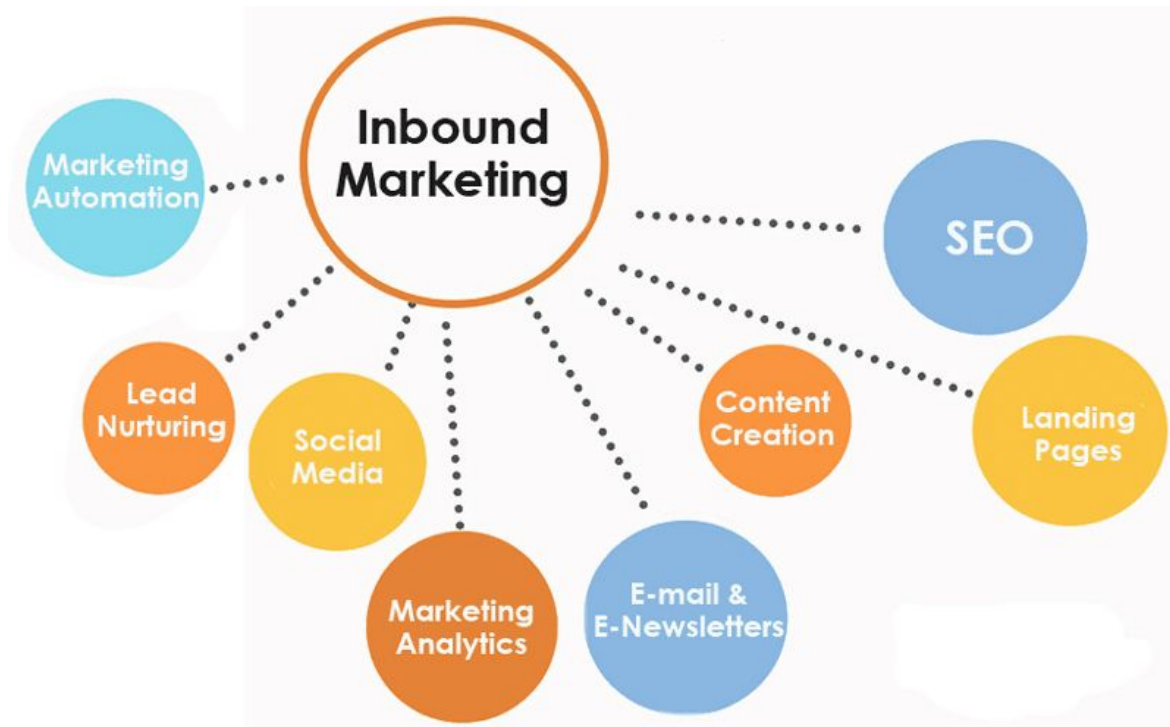


Figure 11: Means of Inbound Marketing

Growth

1. Internet subscribers in India stood at 665.31 million in June 2019.
2. In the festive sale (September 29-October 4, 2019), the e-tailers in India achieved US\$ 3 billion of Gross Merchandise Value (GMV).
3. Amazon India launched the Amazon Marketplace Appstore which will provide solutions to sellers .
4. Value of Unified Payments Interface (UPI) transactions recorded 1.15 billion transactions worth more than Rs 1.913 trillion (US\$ 27 billion) in October 2019.
5. Under the Internet Saathi project over 26 million women were benefited in India and it reached 2.6 lakh villages and reached 20 states.

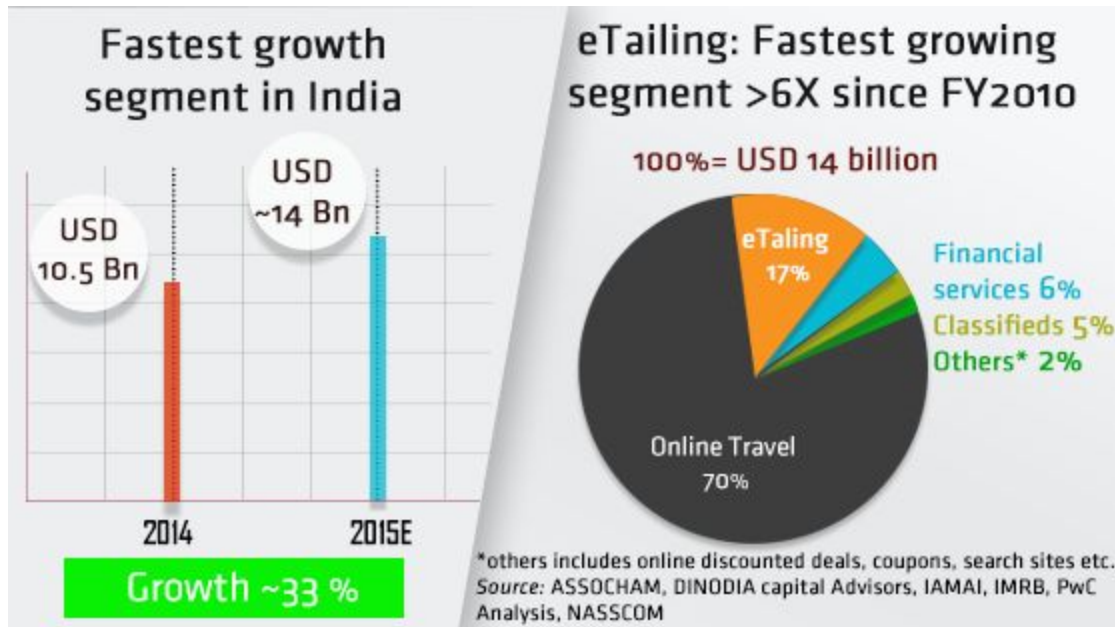


Figure 12: Growth in E-commerce

6. Under the Digital India movement, the government launched various initiatives like Udaan, Umang, Start-up India Portal etc.
7. Under the project 'Internet Saathi', the government has influenced over 16 million women in India and reached 166,000 villages
8. Udaan, a B2B online trade platform that connects small and medium size manufacturers and wholesalers with online retailers and also provides them logistics, payments and technology support, has sellers in over 80 cities of India and delivers to over 500 cities.
9. According to the UN's eGovernance index, India has jumped 11 positions to 107 in 2016 from 118 in 2014.
10. The government introduced Bharat Interface for Money (BHIM), a simple mobile based platform for digital payments.

Conclusion

The Internet network is a marketing channel used by advertisers, marketers, and society to find the right combination of marketing mix to suit the customer's needs. It is important for a company of this age to have access to the Internet to be more successful. Internet marketing targets consumers and Internet advertisements client marketers from companies. People always find themselves under stress of working long hours and they do not have enough time for social activities or even shopping. Thus E-commerce becomes an everyday thing and routine for them. E-mail is also famous for direct marketing in supporting E-commerce activities. The Internet should be used with other media for a more effective marketing tool. Internet marketing will become even more important in the future. As more companies will have access to the Internet, they will start doing business over the Internet.

Increase in the E-commerce's economy in India will be in another dimension where customer focus, responsible business practices and innovation are the determinants of success and not only customer relationship. Security will not be an issue anymore because software companies, banks and credit card institutions are working hand in hand to improve Internet security. Companies need to protect themselves in three areas: data integrity, confidentiality of data and authenticity by installing firewalls or routers. Customers will look for a business on the internet since there are unique opportunities for marketing a company's service, selling products and gathering information on the Net. This is the new era of innovation; where everyone will be interacting on the Web. Live video sessions will be available and a prospective customer may be able to talk to a customer representative directly over the internet in the future which will be more beneficial in the interest of customers.

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