

India Readiness for E-Commerce

E-commerce is the process of buying or selling products online. The process of buying and selling products online has become very popular these days. E-commerce also includes activities such as product development and marketing as well as its delivery to consumers.

India is the second fastest growing economy in the world. In the past few years, the Indian has developed radically. Not only was there an economic development, but the country also became technologically advanced. In India, the year 1990 witnessed the country's scientific and technological advancement. In the past two decades, the country has come a long way. Computers and the Internet are available in almost every home. This has created an e-commerce market in India. Consumers have also become extremely smart and are searching for ways to demonstrate their profitable purchasing power. India is not only ready for e-commerce; e-commerce has become very popular in India as well.

After demonetization in India, there is a rapid growth in our use of e-commerce. This sector had been present in India two decades ago, but the shoe comes after the demonization. There is no doubt that it is a growing sector, but there are some questions that are still increasing, that is, India is ready for e-commerce? India plans to restrict monetary transactions to a limited amount but everyone is ready for it or we need to think about it again.

India is ready for E-commerce

There are many reasons which make India a suitable market for e-commerce. Here are some of the reasons:

- 1. The consumer mindset has changed:** consumers are tech friends these days. Earlier, Indian consumers preferred going out and shopping in the markets. However, e-commerce not only provides comfort to one, but also allows it to take advantage of various types of offers that help the consumer save money. Thus, consumers are now beginning to develop a tendency to e-commerce rather than to market.
- 2. Internet-friendly users:** In India, people are becoming more friendly to the internet these days. The number of users has increased dramatically over the years. According to one

survey, there were only 7 million internet users in India in 2001. The number increased to 100 million in 2010. Since people are completely friendly on the internet these days, e-commerce has become a comfortable choice for people. About 75 million households are believed to be ready for e-commerce in this nation.

3. **The success of the some of the sectors in the e-commerce market:** Some of the sectors like travelling and retail have already proved to be quite successful in the field of e-commerce. These sectors have already made a lot of profit through the e-commerce market. The success of these sectors has incited other sectors to enter the market of e-commerce and this is precisely the reason why the e-commerce market has expanded so quickly in India.
4. **Big names enter the Indian e-commerce market:** Many big names have entered the e-commerce market in India. Thus, consumers get better options while sitting at home only. These big names are investing in the e-commerce market from a long-term perspective rather than a small term. Thus, the e-commerce market is growing more and more and better in the coming times.

Above are some of the reasons why India is a suitable market for e-commerce. However, there is still little hesitation in Indian consumers regarding online shopping and e-commerce. Eventually, this frequency and the frequency with services and offers the best will go and this is exactly the reason to believe that e-commerce market will grow only in India in the coming times. According to a survey, it is believed that the number of e-commerce consumers will grow to 460 million by 2024-2025.

India is not ready for E-commerce

- The backbone of the Indian economy has come from the village areas and these areas are not familiar with e-commerce and online transactions.
- Some areas in India are offline and most of the region is experiencing slow internet speed In this case, only e-commerce will be a problem.

- The e-commerce sector is not very reliable and we cannot completely trust the online shopping store, some are reliable but there are many cases where people are being cheated online.
- Cyber security does not advance in India There is an opportunity that with the increase of electronic transactions, the cyber attack will increase.
- There are a number of people who are not good at using digital applications and computers first we have to start a campaign to improve people's understanding of computers.

Conclusion

There are some issues and lack of knowledge among people, but the increasing use of e-commerce shows that people are learning e-commerce. There are various benefits to e-commerce that can help develop our national economy. Accepting a new thing can be difficult at first but has long-term benefits.