

Impact of E-Commerce on Indian Economy

Dr. B. Maheswara*

Associate Professor, Department of Commerce, S.B.S.Y.M. Degree College, Kurnool, AP

Abstract – This paper uncovers the significance of ecommerce in Indian economy. As we as a whole realize India is among the quickest developing economy of the world , in this manner it is especially critical to have government mediation and tremendous venture inflow in type of Foreign direct interest in substantial economy like India to balance out and increment the development of ecommerce industry in the economy. In India with the digital economy entrance has expanded essentially, as per measurable information web use has expanded to 429.23 million client in India and is relied upon to stretch around 830m by year 2021 . "There has been huge ascent of web based business in India, as India's web economy is 125 billion dollar in 2017. In this paper we will look towards the job of government in ecommerce industry and furthermore look towards the different obstructions of web based business in Indian aspects."In this exploration paper we will speak basically about B2C Ecommerce and its level of total national output in Indian economy.

Keywords - Ecommerce, Economic Growth, FDI, GDP

-----X-----

INTRODUCTION

Today web based business has turned into an imperative piece of day by day life. Availability to web based business stages isn't a benefit yet rather a need for the vast majority, especially in the urban regions. There are elective web based business stages accessible (rather than the conventional physical stages) for pretty much every part of our lives, beginning from acquiring of ordinary family unit things to online financier." As in 21st century as web has turned out to be most critical and as often as possible and most need gadget, it will doubtlessly race to accomplish more development and deals by means of web. "As per e-Marketer, overall retail Ecommerce deals will reach \$1.915 trillion before the finish of 2017. with increment in digital infiltration the whole way across the globe and shoddy and continuous simple accessibly of web, it is inclined to expand the development of ecommerce all over the world, then part of customary individuals are very stressed and strained with change in example of offer through web", with the accessibility of shabby and rapid web with assortment and security alternatives, parcel of individual and firms have associated their business with e-commerce. (As in late world it is exceedingly difficult to develop without being accessible online. Consequently to develop more and win higher benefit it is exceptionally prescribed to have legitimate structure accessibility and simple openness of online destinations, in light of the fact that it not just decides benefit and no. of clients yet additionally decides the positioning and position of enterprise of the firm in general business world.

Likewise in this examination paper I will centered about the development and example of web based business in India and its deals and effect in Indian economy, of every extraordinary kind of online business, my exploration paper confines its investigation to for the most part b2c sorts of business, however it covered different sorts of web based business and its social effect additionally in India by means of offers of web based business in India.

In this way there is huge ascent in offer of retail web based business throughout the years and as indicated by e-Marketer retail internet business deal by 2020 should achieve more than \$4trillion. With above figure we can without much of a stretch see how visit and sudden the difference in deals design is world as all the significant economies are moving towards internet business deals.

WHAT IS E-COMMERCE?

There is no general definition of electronic commerce , but generally e-commerce is defined as E-commerce (electronic commerce or EC) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet but also all other activities which are associated with any transaction such as:

- Delivery
- Payment facilitation,

- Supply chain and service management, can also be categorized or put under this section of economy.

E-commerce increases the growth of online business. It can be categorized under

1. Online marketing
2. Online advertising
3. Online sales
4. Product delivery
5. Product service
6. Online billing
7. Online payments

Thus, electronic commerce deals with all the work loads related to internet. It also describes the exchange of data between the financing, billing and payment aspects of e-business transactions. Generally e-commerce and e-business are used interchangeably.”

DIFFERENT TYPES OF E-COMMERCE

There are different types of e-commerce; we will examine five basic types of e-commerce in this research paper

BUISNESS – TO-BUISNESS (B2B) – it comprises of all electronic transactions of good or services conducted between 2 companies. This type of e-commerce includes intra system and electronic markets.

BUISNESS TO CUSTOMER (B2C) – This transaction carried out in the retail trade with individual buyers. This typical buyer of any store on the site is a consumer or a buyer

CUSTOMER TO CUSTOMER (C2C) – in this type of e-commerce consumer sells its product directly to consumer

CUSTOMER TO BUISNESS (C2B) – In this classification of e-trade, singular customer of merchandise or administrations pitches their item to association.

BUISNESS TO GOVERNMENT (B2G) – In this web based business segment it bargains of trade among organizations and open segment is recorded.

There are some exceptional highlights of E-trade which in this manner causes firm to extend their

business and hence gain benefit, and in this way helps in accomplishing development. Portion of the novel element of E-trade are –

1. Ubiquity
2. Global reach
3. Universal norms
4. Richness
5. Interactivity
6. Information thickness
7. Personalization
8. Types of internet Business models
9. Drop shipping
10. Wholesaling and warehousing
11. White – marking
12. Manufacturing.

OBJECTIVE OF STUDY

India is one of the largest growing economies of the world. There is heavy use of internet among Indian citizens.

The main basic objective of this research paper are-

1. To analysis the present trends of e-commerce in India
2. Government initiatives and different scheme in growth of e-commerce in India
3. Impact of e-commerce on literacy rate and employment rate in India

RESEARCH METHODOLOGY

Method of Data Collection: Secondary data – various research papers of similar type have been referred to check the format and the type of graphs for analization of data .Other than this, various scholar and data from other certified bank and source are used to collect data which is interpreted further for data analysis

Type Of Research Design: The research is descriptive and exploratory research . Descriptive in the sense that it establishes relationship between literacy rate of the country and given parameter. Exploratory research in the sense that it collects data

from various parameters and tends to establish a cause and effect relationship between the parameter.

1. **PARAMETER:** - Different parameter is used to establish relationship between the indicators. Literacy rate, m-commerce sale, growth of internet, unemployment rate and other such indicators are used to establish clear understanding about indicators.
2. **DATA REPRESENTATION:-**The data collected is represented in form of Table, graph, pie charts and X-Y graphs.
3. **DATA TECHNIQUE** – To establish clear understanding and relationship among indicators SPIERMAN RANK CO-RELATION AND PEARSON CO- RELATION is used in this research paper.

SNAPSHOT OF E-COMMERCE INDUSTRY IN INDIA

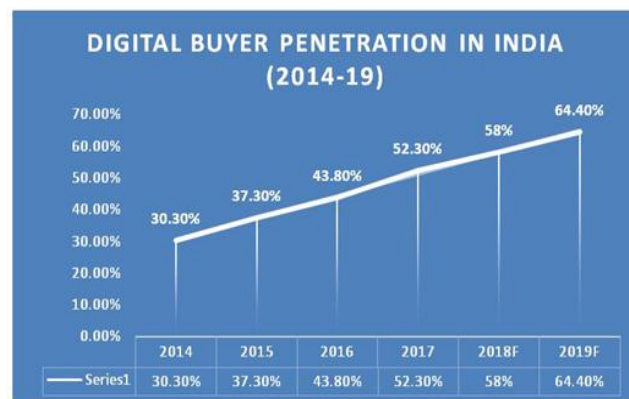
E-commerce in India is fastest growing economy of the world. Indian E-commerce is growing at an annual rate of 51%, the highest in the world and is expected to jump from \$30b in 2016 to \$120billion by 2020) (source–assocham–forrester study paper).With \$680b in online retail sales in 2016, china is largest E-commerce market globally, followed by United States and then India In India though there were use of e-commerce even before 1990s, but their contributions were significantly negligible. Recently a lot of blue chip PE firms have invested huge money on India e-commerce as there is significantly huge potential and opportunity to success. In India 100 percent FDI is permitted in B2B e-commerce and thus shows the government intention and contribution towards e-commerce industry in India. The growth of e-commerce in India highly dependent n the following sub factors that do have an impact on Indian economy when it comes about e-commerce industry in India” .some of these factors are–

1. Participation of niche companies in online trading
2. Unmatched FDI
3. Uniform GST

India is one of the biggest developing economies of the world. There is substantial utilization of web among Indian natives.

The fundamental essential target of this exploration paper are –

1. To examination the present patterns of online business in India
2. Government activities and diverse plan in development of online business in India
3. Impact of online business on education rate and work rate in India



With the expansion in number of cell phone and great availability of web it is in this manner much required factor to build web based business impact in the Indian economy. The above diagram portrays increment in digital infiltration in India, from 30% in 2014 not out of the ordinary 64% by 2019, Availability of extensive number of electrical apparatuses and its positive impacts has guided towards such an expanding pattern .With the expansion in digital entrance, it in this manner as indicated by (analyst) that we should realize where did the populace, what they did with the increment of digital entrance increases. Along these lines as indicated by analyst reports, Indian digital individuals in Jan 2017, distinctive ordered individuals went under various subsections which by and large affected internet business in India.

CONCLUSION

Through the investigation of research paper we came to know how vital web based business industry right now on the planet is. With setting of India we likewise attempt to locate the upward pattern of development of web based business in India , and furthermore increment in m-begin and digital infiltration in India. Government policies and activities has additionally lead to increment of online business in India over years . As indicated by review after demonetization, job of cashless economy in India has expanded fundamentally, hence the job of web additionally similarly other such government policies have likewise had a noteworthy effect. a ton have been done and a great deal must be done with regards to web based business industry in India. Likewise we think about effect of education rate and joblessness rate on the development of internet business industry in India.

Likewise there is noteworthy need to expand the education rate in India and furthermore spread mindfulness among rustic individuals in India about cashless economy and job of web in India in today's world.

Dr. B. Maheswara*

Associate Professor, Department of Commerce,
S.B.S.Y.M. Degree College, Kurnool, AP

REFERENCES

1. BCG & IAMAI (2015). India @ Digital Bharat. Creating a \$200 Billion Internet Economy. Mumbai: The Boston Consulting Group.
2. BCG. (2012). The Connected World. The Internet Economy in the G20. the \$ 4.2 Trillion Growth Opportunity. Boston: The Boston Consulting Group.
3. Bilbao-Osorio, B., Dutta, S., & Lanvin, B. (2013). The Global Information Technology Report 2013. Geneva: World Economic Forum.
4. Bili, S., & Raymond, L. (1993). Information Technology: Threats & Opportunities for Small and Medium sized Enterprises. International Journal of Information, 13, pp. 439-448
5. ITIF. (2013). The Economic Benefits of Information and Communication Technology.
6. Washington DC: Information Technology & Innovation Foundation.
7. Jehangir, M., Dominic, P., Naseebullah, & Khan, A. (2011). Towards Digital Economy: The Development of ICT and E-Commerce in Malaysia. Modern Applied Science, 5 (2), pp. 171-178.
8. Dr. Anjum Bimal, Tiwari Rajesh (2011). "Economic And Social Impacts Of E-Commerce," CFA International Journal Of Computing And Corporate Research, VOLUME 1 ISSUE 3 MANUSCRIPT 9 NOVEMBER 2011, ISSN- 2249-054X
9. KPMG Report "authored by Doger Kritika and Tanwar Prahlad available at www.kpmg.com
10. Hiwarkar Tryambak (2013). "E-Commerce impact on Indian Market: a Survey on social impact", International Journal of Advanced Research in Computer Engineering & Technology, Volume 2, Issue 3, March 2013, ISSN: 2278 – 1323 .

Corresponding Author

Dr. B. Maheswara*