

# Emerging Trends in E-Commerce and Barriers in Current Scenario in India

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**Abstract – E-Commerce or electronic trade comprises basically of the exchange of goods, purchasing, offering, promoting, publicizing and adjusting of products or services with the assistance of web based systems. The introduction of organizations, for example, eBay and Amazon truly started to lead the path in E-business. Presently a day's E-business organizations assume most critical part in world trade. The E-commerce part has seen enormous development. The development was driven by fast innovation reception driven by the expanding utilization of gadgets, for example, modern system, mobiles, access to the web through broadband, 3G, 4G and validity of E-commerce organizations and so on, which prompted an expanded online customer base. This paper depicts the emerging trends in e-commerce and barriers in current scenario in India**

**Keywords: Computer Networks, E-Commerce, Internet, Traditional Commerce**

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## 1. INTRODUCTION

Electronic commerce has different definitions from an expansive scope of sources. Turban, Leidner, McLean and Wetherbe (Information Technology for Management, 2006): "... depicts the way toward purchasing, offering, exchanging, or trading products, services, or data by means of PC systems, including the Internet." They list the different sorts (See addendum for rundown of definitions). With our attention on e-following and m-business we commence with a quote by Peter (Drucker, 2002): "The genuinely progressive effect of the Internet Revolution is recently starting to be felt. In any case, it is not "data" that fills its effect. It is not "counterfeit consciousness... ..It is something that for all intents and purposes nobody anticipated or, surely even discussed ten or fifteen years back: web based business – that is, the dangerous rise of the Internet as a noteworthy, maybe in the end the major, overall conveyance channel for merchandise, for services. This is significantly evolving financial matters, markets and industry structure, products and services and their stream, customer division, purchaser esteems and consumer conduct, occupations and work markets. Be that as it may, the effect might be considerably more noteworthy on social orders and governmental issues, and, most importantly, in transit we see the world and ourselves in it." In IMAP's Retail Global Report 2010, worldwide retail deals fell by 3.7% to US\$13.9bn while online retail deals developed by 14.5% to US\$348.6bn in 2009. Online retail contributed 2.5% yet essentially for the main 100 retailers, online contributed 6.6% (World Wide Worx, 2010:22). The model beneath

shows wellsprings of significant worth (Accenture Interactive, 2010:7):

The forefront for business today is web based business. Online business remains for electronic trade. It implies managing in products and ventures through the electronic media and web. On the web, it identifies with a site of the seller, who offers products or services specifically to the consumer from the entry utilizing a computerized shopping basket or advanced shopping crate framework and permits instalment through charge card, plastic or EFT (Electronic store exchange) instalments. Online business or E-business includes carrying on a business with the assistance of the web and by utilizing the data innovation like Electronic Data Interchange (EDI). All the more basically, E-commerce is the development of business onto the World Wide Web. Internet business has overnight turned into the prevailing on the web movement. There is no single meaning of E-Commerce, it implies just business movement which is performed or connected to or upheld by Electronic Communication. The impacts of online business are as of now showing up in every aspect of business, from consumer service to new product plan. It encourages new sorts of data based business forms for coming to and associating with consumers like web based promoting and showcasing, online request taking and online consumer benefit. In now days E-business utilizes the WWW in any event some point in exchange lifecycle. It can likewise diminish costs in overseeing orders and connecting with an extensive variety of providers and exchanging accomplices, zones that normally add huge overheads to the cost of products

and services. For creating nations like India, web based business offers extensive open door. In India it is still in early stage, yet even the most cynical projections show a blast. There has been an ascent in the quantity of organizations 'taking up web based business in the current past. Real Indian entryway locales have additionally moved towards internet business as opposed to relying upon promoting income. Many locales are presently offering a various scope of products and services from blooms, welcoming cards, and motion picture tickets to goods, electronic contraptions, and PCs, and so on. With stock trades coming on the web the ideal opportunity for genuine web based business in India has at long last arrived.

## 2. REVIEW OF LITERATURE:

"Electronic commerce [e-commerce], exchange of services and merchandise is developing at a marvelous rate as organizations and buyers find the advantages of moment access to information and the capacity to make on-screen exchanges (Tawfik & Enders, 2005). Be that as it may, web based business is not the entire story. By quick advancement of data innovation, organizations can join all their interior and outer exercises - from supply and buying to deals and advertising - into a solitary consistent operation. This is characterized as e-business, despite the fact that the two terms are frequently utilized conversely." [Fisher, 1999] E-business is not exchange has existed for around thirty two years (Farhoomand, 2005), (Efraim *et. al.*, 2004). In this interim business has been acclimated to offering for offer or wares by means of sorted out business sectors. This may clarify the blast of B2B web based business once the Internet gave empowering innovation (Kenneth and Traver, 2003). We will propose that development in e-business originates from a blend of:

- Presence of market request;
- Presence of improved innovation; and
- Presence o of similarity in government and private industry.

E-business especially gives expanded speed. For all points of interest there are related imperatives, be that as it may, we can examine these related positive open doors (David, 2002), (Paul, 2000). We consider the present condition of the Internet economy in Australia, which gives our present aptitude and learning. at that point addresses the market for the different strands of e-business and considers innovation, including both equipment and programming coming on the web (Michael, 2004). An internet business investigation study was led in August 2011 by Endeca obtained by Oracle in February 2012) to pick up a comprehension of the condition of data get to (and utilization) and

fulfilment with current instruments and innovation (Dholakia, 2006). Reactions were assembled from approx 229 respondents serving in showcasing and IT limits at organizations with internet business nearness (Harris and Dennis, 2002). These respondents spoke to different sorts of organizations: 56 percent originated from business-to-consumer retail shops; 27 percent originated from business-to-business merchants; and the rest of the 17 percent crossed assembling, monetary services, training, and media organizations. Among the respondents, 39.5 percent held executive and more elevated amount duty, and 60.5 percent were at the chief level (Upadhyay and Singh, 2007). From this unmistakable outcomes, web based business organizations battle to devour all accessible Information sources in a way that empowers them to increase noteworthy bits of knowledge that enhance business comes about (Michael, 2000).

## 3. RECENT TRENDS IN E-COMMERCE

### 3.1. 'Mobile Friendly' Website and App's

Presently a day's expansive number of customers utilize PDAs, tablets and other cell phones are the fundamental apparatuses for getting to Internet or perusing E-commerce organization site for their persuade. In the current couple of years we can see that larger part of E-trade locales will go "mobile friendly" or 'responsive plan'. On the off chance that online stores fit for working admirably on cell phones will get more guests, consumers, incomes and furthermore spare consumers time, exertion and cash. Responsive outline stresses a superior UI and review involvement, with simple perusing and route empowered through resizing, panning, and looking over. Today, larger part of the top E-trade destinations utilize responsive plan, as versatile turns into the pervasive stage for web based shopping and E business.

### 3.2. More Personalization

Customized product proposals help to consumers finds products and service all the more rapidly as indicated by their decision. It is the capable showcasing device that may help better and long haul consumer connections, energizing shopping background, and furthermore enhance consumers arrange and the deals. Presently a day's an expanding number of Ecommerce merchants will begin taking advantage of huge information to convey a enormously customized shopping knowledge to guests.

### 3.3. Effect of Social Commerce

Social trade is a subset of electronic business that includes web-based social networking and online

media that bolster social collaboration and help to internet purchasing and offering of products and services. Web-based social networking may even now just a little bit of aggregate deals, however its effect is getting to be plainly difficult to overlook. In social business the consumer enters the e-store, make examination, makes inquiries and this correspondence chooses their products or services. Long range interpersonal communication benefits that enable consumer to impart their experience to their companions, get their suggestions, surveys, advices and correspondence. In the current years we can see that online networking assumes most vital part and lift deals and prominence of E-trade organizations

### **3.4. Video-Based Marketing**

In the present period, video based advertising is inescapable or unavoidable as far as we can tell. Product recordings can have a unimaginable ability to expand deals by better peopling see their decision. Video will turn into an inside part to pass on product points of interest and furthermore gave more data to the consumers, for example, utilization, correlation, determinations, analysts, product portrayal and so forth now recordings are extraordinary approach to convey highquality substance, and it benefits E-business by prompting expanding requests and deals. In the current time an ever increasing number of online stores will make and coordinate recordings on their destinations.

### **3.5. "Continuously On Shopping" Come To Reality**

With the huge development of correspondence, data innovation and web 'Dependably on shopping' gone to the truth. It is the vital component of Ecommerce now people are shopping wherever and at whatever point is helpful for them. This highlights how it vital it is for vendors to give an adaptable purchasing background that adjusts to their consumers purchasing propensities and customers can utilize their time all the more effectively

### **3.6. Quicker Service**

Internet business patterns drive to always enhance the consumer encounter. Presently E-business organizations are attempting to diminish the handling time of pursuit, determination arrange, consumer service and conveyance of products and service. Internet business organizations concentrate on enhancing the general consumer experience and decreasing grating wherever conceivable, to drive and bolster deals. Conveyance services are likewise enhancing, and consumers can without much of a stretch track their product anytime of conveyance.

### **3.7. Web based Storytelling to Boost Sales**

Narrating is basic to any E-trade business for extraordinary method for offering. In the present time E-business sellers find this truth, a enormouser amount of them will fuse stories around their products, by method for composed or recordings, surveys and other reasonable configuration on their online stores. Its lift up deals and trust in e-business

### **3.8. Expanding Trust in E-Commerce Companies**

With regards to E-business trust is as awesome component as anything. In the Past couple of years enormouser part of the general population looked upon dubious about E-trade business. Presently the circumstance is evolving E-business organizations could develop trust amongst purchaser and merchants, electronic instalment system, better security instruments and conveyance frameworks. It increments in trust and offers of internet business organizations

### **3.9. Innovation of New Technology, and Device**

New advances like Facial Recognition, Virtual Fitting Rooms, and so forth assume most essential part in current E-trade framework. The current gadget like Google Glass, I Watch and other electronic gadgets help to web based business is more prominent access to purchasers, simple like advanced mobile phones, portable workstations and so on. And furthermore these gadgets will put the Internet inside simple reach and consumers can quick reports on value changes, advancements, and showcasing impetuses offered to more consumers a enormouser amount of the time.

It's not quite recently the web that is developing quickly, possibly; we've recognized an abundance of other critical breakthroughs as a component of the current year's Global Digital report, including:

- The enormouser part the world now utilizes a cell phone;
- Right around 66% of the total populace now has a cell phone;
- The enormouser part of the world's web activity now originates from cell phones;
- The enormouser part of every versatile association around the globe is presently 'broadband';
- More than one in five of the total populace shopped online in the previous 30 days.



| TOP 20 COUNTRIES WITH HIGHEST NUMBER OF INTERNET USERS - MARCH 31, 2017 |                                |                       |                            |                      |                        |                       |
|---|--------------------------------|-----------------------|----------------------------|----------------------|------------------------|-----------------------|
| #   | Country or Region              | Population, 2017 Est. | Internet Users 31 Mar 2017 | Internet Penetration | Growth (%) 2000 - 2017 | Facebook 30 June 2016 |
| 1   | <a href="#">China</a>          | 1,388,232,693         | 731,434,547                | 52.7 %               | 3,150.8 %              | 1,800,000             |
| 2   | <a href="#">India</a>          | 1,342,512,706         | 462,124,989                | 34.4 %               | 9,142.5 %              | 157,000,000           |
| 3   | <a href="#">United States</a>  | 326,474,013           | 286,942,362                | 87.9 %               | 200.9 %                | 201,000,000           |
| 4   | <a href="#">Brazil</a>         | 211,243,220           | 139,111,185                | 65.9 %               | 2,682.2 %              | 111,000,000           |
| 5   | <a href="#">Indonesia</a>      | 263,510,146           | 132,700,000                | 50.4 %               | 6,535.0 %              | 88,000,000            |
| 6   | <a href="#">Japan</a>          | 126,045,211           | 118,453,595                | 94.0 %               | 151.6 %                | 26,000,000            |
| 7   | <a href="#">Russia</a>         | 143,375,006           | 104,553,691                | 72.9 %               | 3,272.7 %              | 12,000,000            |
| 8   | <a href="#">Nigeria</a>        | 191,835,936           | 93,591,174                 | 48.8 %               | 46,695.6 %             | 16,000,000            |
| 9   | <a href="#">Germany</a>        | 80,636,124            | 71,727,551                 | 89.0 %               | 198.9 %                | 31,000,000            |
| 10  | <a href="#">Mexico</a>         | 130,222,815           | 69,915,219                 | 53.7 %               | 2,477.6 %              | 69,000,000            |
| 11  | <a href="#">Bangladesh</a>     | 164,827,718           | 66,965,000                 | 40.6 %               | 66,865.0 %             | 21,000,000            |
| 12  | <a href="#">United Kingdom</a> | 65,511,098            | 60,273,385                 | 92.0 %               | 291.4 %                | 39,000,000            |
| 13  | <a href="#">Iran</a>           | 80,945,718            | 56,700,000                 | 70.0 %               | 22,580.0 %             | 17,200,000            |
| 14  | <a href="#">France</a>         | 64,938,716            | 56,367,330                 | 86.8 %               | 563.1 %                | 33,000,000            |
| 15  | <a href="#">Philippines</a>    | 103,796,832           | 54,000,000                 | 52.0 %               | 2,600.0 %              | 54,000,000            |
| 16  | <a href="#">Italy</a>          | 59,797,978            | 51,836,798                 | 86.7 %               | 292.7 %                | 30,000,000            |
| 17  | <a href="#">Vietnam</a>        | 95,414,640            | 49,741,762                 | 52.1 %               | 24,770.9 %             | 40,000,000            |
| 18  | <a href="#">Turkey</a>         | 80,417,526            | 46,196,720                 | 57.4 %               | 2,209.8 %              | 46,000,000            |
| 19  | <a href="#">Korea, South</a>   | 50,704,971            | 45,314,248                 | 89.4 %               | 138.0 %                | 17,000,000            |
| 20  | <a href="#">Thailand</a>       | 68,297,547            | 41,000,000                 | 60.0 %               | 1,682.6 %              | 41,000,000            |
| TOP 20 Countries  |                                | 5,038,740,614         | 2,738,949,556              | 54.4 %               | 914.7 %                | 1,051,000,000         |
| Rest of the World   |                                | 2,480,288,356         | 993,023,867                | 40.0 %               | 990.6 %                | 628,433,530           |
| Total World Users   |                                | 7,519,028,970         | 3,731,973,423              | 49.6 %               | 933.8 %                | 1,679,433,530         |

Source: [18]

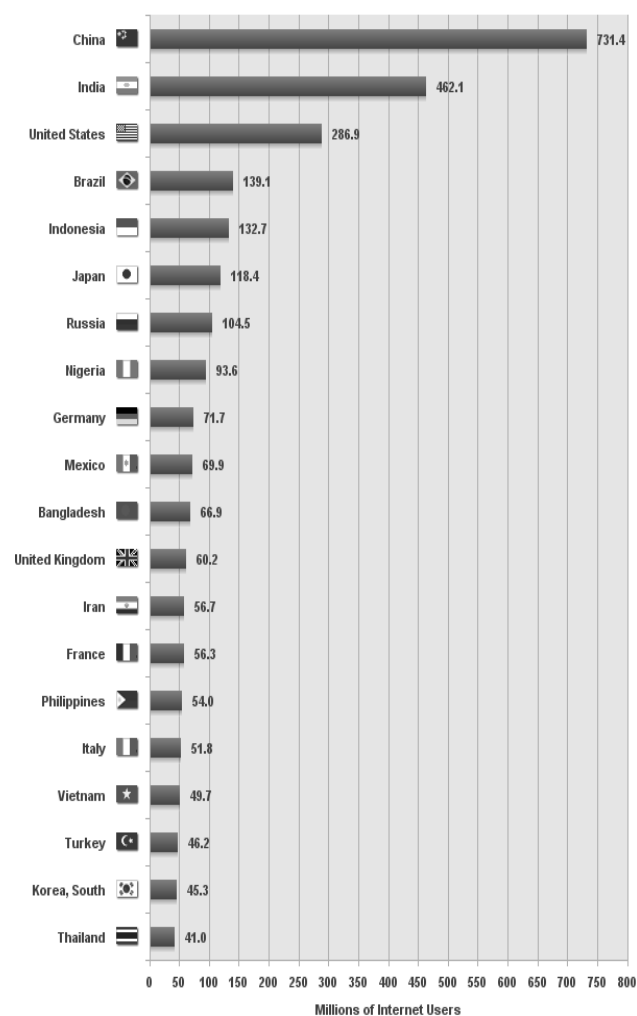
Source: InternetWorld Stats - [www.internetworldstats.com/top20.htm](http://www.internetworldstats.com/top20.htm)  
2,738,949,556 Internet users in the Top 20 countries as of March 31, 2017

Fig: Top 20 countries which uses internet most widely

#### 4. E-COMMERCE BARRIERS

In the opening sections of this paper we talk about the different purposes behind the moderate take-up of the online retail channel and computerized business in general. **E-Commerce seen as an IT activity:** In the perspectives of a portion of the key official's web based business is an IT activity was very predominant. The different organizations are frequently not adequately in respect to the executives of product province. In organizations where online business is doing enormous, the product zones are driving it as an option channel to offer product and a key part in impacting methodology. In spite of the fact that there are different methodologies it is prudent to guarantee that it resides in a product range and that the IT office are collaborated to convey the right arrangement and engineering.

**The consumers are not prepared:** A generally held view is that due to the financial difficulties confronted, there are too little a rate of the populace who

Web based business is blasting in India throughout the previous couple of years, now is going uptrend and its exchange people are including almost 1.21bn. According to „Growth of web based exchanging report“ the accompanying focuses are highlighted here as;

- Today over 67% of web based business exchanges occur on cell phones separated from that almost 40% pursuits utilizing cell phones through Google in India it's against inquiries of different nations like US 14%, UK-6% and Russia-11%.
- One side web consumer in India crossed more than 100mn and opposite side 31% of the Indian rural people not in any case caught wind of what is Internet separated from these normal consumers' burns through 26minutes every day in India.

approaches PCs and web. This has to a enormous extent been moved through the development of the cell phone, fast versatile web and the advancement of portable applications for business. There is likewise a conviction that Indian buyers won't promptly pay conveyance charges and that many are either without MasterCard's or not confiding in their utilization in online frameworks. Key to endure as a top priority here is the gigantic development in INDIA's working class, which in 2008 preceding the worldwide budgetary emergency was said to develop by 12, 000 people for every month.

**The High Start-up Cost:** A typical worry among the officials was the cost of beginning in online retail. In further examination a consistent idea rose which may indicate the wellspring of this worry. That is the absence of learning of internet business which has made a number of these retailers connects with abroad merchants or specialists to research the open door. These sellers frequently return costly proposition from a capital VISA. Financial speculators like Johan Ruppert and Mark Shuttle worth are presently putting millions in subsidizing into innovation new businesses concentrated on the web and versatile innovation. A decent begins for any retailer is utilizing a Head of web based business who has involvement in actualizing arrangements and the effective service of an online business. Universal business cases and the couple of effective neighborhood ones demonstrate that the business cases have adequate advantages to guarantee enormous quantifiable profit. India does not have adequate aptitudes: There was a worry with respect to the shortage of abilities in India in the IT and especially in the web based business field. This is for the most part a honest to goodness concern and organizations need to submit by putting resources into supporting the preparation of extra assets in this field. Beginning is unsafe: A genuinely regular concern is that a retailer may contribute a reasonable arrangement on capital and exertion just to have either excessively few advantages conveyed or have the wander fizzle. Open disappointment could prompt the disintegration of consumer service and brand value. There are different options here to decrease some of this hazard. Joint efforts are presumably the surest route in which to share hazard and present an outer accomplice. These can appear as joint efforts with execution accomplices, current online organizations, with satisfaction and conveyance accomplices or even organizations with facilitating organizations. Customers won't embrace: Here the worry is about the apparent hesitance of the India consumer to receive innovation as a purchasing medium. Here retailers ought to consider that the cost of creating and actualizing a portable application which offers a restricted inventory could possibly upset their organizations. This application could be utilized to push advancements to buyers. These applications ought to be sans given to purchasers and ought to be

firmly punted. There is not really any individual who is not as of now utilizing their cell phones for more than making calls. A portion of the Indian banks are a prime illustration, for example, First National Bank which is putting forth free versatile applications, a free Voice over Internet convention calling application, offers broadband web and different services. Through free applications it is animating and building up its computerized showcase which is a comparable model retailers can take after. Casual lodging and provincial regions will repress conveyance benefit: One of the financial difficulties is that a monstrous lion's share of Indians lives in casual settlements and in country territories lacking ordinary foundation. This at present restrains conveyance of products way to-entryway and even business to business. Taking a gander at some option models, for example, that of a few retailers in Canada where they are additionally tested by conveying into meagrely populated far off zones, we have seen them use Post workplaces, Dry cleaners, Courier stations and different go-betweens who have a nearness in the zones as get or gathering focuses. A key learning is that retailers can gain from the Route to market decisions and structures of different organizations.

## CONCLUSION:

History and way of life of people are liable to change group on the logical development. These improvements aced all divisions in trade, transportation, trainings, service, interchanges and so forth and all aspects of the person. The world around has essentially changed-cell phones, long range interpersonal communication, web journals, style of shopping, and furthermore style of business. Web based business is changing the shape and the ideas of business. New advances that could fundamentally acquire outlook change the web based business. In the current years creative innovations rise the Ecommerce market is step by step changing and getting increasingly alluring for consumers by offering them new points of interest and unmatched accommodations.

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