

DIGITIZING INDIA AND THE ROADMAP FOR E- COMMERCE INDUSTRY: A CONCEPTUAL STUDY

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Abstract: *India is a technology-driven country. In India, e-commerce has experienced enormous growth. The rising use of technologies such as smart phones and tablets can be attributed to e-commerce growth. As a result of e-digitization, more entrepreneurs are going into the sector of E-commerce, making India a hot and appealing market for both consumers and competitors. Furthermore, initiatives such as Digital India and Skill India have increased the resources available to India's e-commerce business. India has a younger population than many other developing countries, with a population under the age of 40. Among the youthful population, the young generation Z, which is roughly 20 years old, has demonstrated an addiction to electronic devices and internet devices. The demographic dividend ensures that India's e-commerce growth is sustainable.*

Keywords: *E-Commerce, E-Online, E-India, Digital India, Skill India*

I. INTRODUCTION

Technology is critical in helping business units improve the quality of their offerings. The internet has altered the way the world communicates, interacts, works, and collaborates with one another. It has resulted in a significant change in society, and as a result, it is correctly regarded as the third wave of revolution following the agricultural and industrial revolutions. E-Commerce is today's e-cutting edge for company.

Electronic commerce or e-commerce, is the purchasing and selling of goods and services over an electronic system, such as the internet, using devices such as computers and mobile phones. The internet is the new high-end technology for e-commerce since it makes it easier to connect with businesses and individuals at a low cost to conduct day-to-day commercial transactions. Computer skills are also required for the growth of the internet. Online shoppers are concerned about the hazards of online shopping, particularly the financial and non-delivery threats. Many e-online consumers in developing nations, particularly India, prefer to use debit cards rather than credit cards because they believe credit card transactions are riskier. According to studies, ATMs are the most often used method of obtaining electronic banking services in many developing nations.

The e-digital revolution has resulted in complicated and sophisticated security challenges that necessitate a high degree of expertise to secure, as well as protection at both the enterprise and customer level. Apart from the cutthroat cyber threat, e-retailers and brands are under pressure to focus on providing quality products and consistently enhancing the shopping experience in order to not only meet but also exceed consumer expectations.

II. RESOURCES AND METHODS

The e-study was conducted utilizing secondary data obtained from a variety of sources. To develop the research objective, the study generally combines secondary data with existing research reports or publications (literature review). The purpose of this study is to inform readers and researchers on current events in India's e-commerce industry. To get at a meaningful concept of the e-commerce industry in India, the data is examined using percentage analysis and appropriate tables.

III. E- COMMERCE: E-INDIA WAY

In terms of both value and volume, India's e-commerce industry has exploded. Education, personal perspectives, cultural, socio-psychological, economic, and banking product/service awareness all influence e-online purchasers or online shoppers in India. To please Indian online buyers, e-factors such as presenter and brand ambassador, website design, advertisement, and friends' recommendations are crucial, and entrepreneurs in the textile business have begun to exploit this online platform. Customers in India, particularly students, expect a high level of material clarity and security. Two aspects are critical to a good online purchase or experience and customer retention.

E-Commerce has changed the way businesses in India and throughout the world conduct business. Many industries have begun to invest more in online marketing. Many of the headaches associated with going to a brick and mortar store, dealing with traffic congestion, parking issues, and so on have been eliminated thanks to information technology enabled devices and the online medium. On the other side, digital businesses are developing user-friendly, secure, and convenient online purchasing options. E-commerce, also known as online or internet commerce is being used by exporters and businesses to contact and serve customers all over the world, 24 hours a day, seven days a week. The internet has lowered the time barrier to doing business, lessened the geographical barrier, and practically removed the distance barrier.

E-commerce provides a seamless business proposition that empowers both the marketer and the shopper to innovate in product production, storage, and delivery, resulting in a better customer experience. E-CRM solutions are being utilized by Indian banking and non-banking financial institutions to improve customer service, particularly in customer profiling, self-service, one2one, and customization of services.

The use of technology in the Indian e-commerce industry drives continual development in all aspects of supply chain, inventory management, customer experience, and personnel management.

The convenience of selling and buying/purchasing things online has been aided by the rising penetration of internet services and quicker internet services such as 3G and 4G. e use of digital marketing methods and tools to target specific client groups, such as mailers, digital billboards, mobile SMS, and word-of-mouth marketing (over the internet), blitzkrieg marketing, and carpet bombing marketing. However, as buyers become more educated and knowledgeable about the internet, they want to make informed online purchases by comparing the pricing of the same product across several e-

retailers and selecting the one with the lowest price. As a result, it is vital to note that, in order to stay ahead in the increasingly competitive online retail environment, e-marketers must understand exactly what customers think, anticipate, and how they (act/ behave) while purchasing a product through an online platform. In 2014, the Indian e-commerce business was valued at USD17.6 billion, and it is predicted to increase at a CAGR of 40% by 2020, reaching USD136 billion. E-commerce retailing, e-financial services, classified segments, job searches, and online matrimony are all key contributors to the e-commerce industry.

IV. DRIVERS OF E-COMMERCE IN INDIA

In India, the number of people using the internet is steadily increasing. The country's overall number of web users exceeds 243 million. In India, internet penetration climbed from 0.10 percent in 1998 to 30 percent in 2015, a nearly 30 percent rise over the previous 17 years. The top four metros have a 23 percent internet penetration rate, while the remaining four metros have an 11 percent penetration rate. Despite this rise, just 19% of India's overall population has access to the internet, compared to over 40% in peer countries such as Brazil, Russia, and China. Furthermore, just 14% of the population has engaged in online purchasing, out of a total of 19%. While the numbers are still low, internet and smartphone usage is steadily increasing, providing an interesting opportunity for e-commerce companies.

Generation Z's way of life: People born after the year 2000 have a distinct way of behaving. They are intelligent, outgoing, and love to sample a variety of items and services without reservation. Many youthful internet buyers in metro cities seek convenience, flexibility, and speed in making payments and receiving goods delivery. They want options that present them with as many options as possible. Young folks don't want to waste time trying out new things. They are unconcerned about taking a chance by purchasing a goods on the spur of the moment, without hesitating. Is the impulse behavior of young online consumers giving online marketers an advantage when it comes to making money from a casual web surfer by encouraging him or her to buy products or services right away?

Growth of Smart e-devices: The rapid development of affordable electronic gadgets enabled people in rural areas to connect to the internet. E-commerce retailing in the country is growing thanks to gadgets such as smart watches, smart phones, personal computers/laptops, and internet television. By 2019, the number of people who use a smart phone to access the internet is expected to increase 2.5 times, resulting in a similar increase in the online shopping business in India. More than half of all orders for e-commerce retail behemoths are now placed through smartphone apps. In terms of traffic, larger e-commerce retail organizations use mobile to drive up to 70% of their entire traffic. 40 million buyers between the ages of 19 and 24 are likely to spend time and money online in the coming years.

Payment convenience in e-commerce: There are numerous choices that encourage customers to buy or utilize e-commerce. EMI users make up less than 1% of the population. Payments made with a debit card account for 13%, payments made with a credit card account for 17%, and payments made with cash on delivery account for 60%. It would hasten the development of online shopping. Online shoppers

prefer e-commerce to brick-and-mortar retail because of the ease and convenience of access, confidentiality, service quality, and time savings.

V. ROADMAP FOR SUCCESS

The roadmap for success is depends on various parameters such as,

- i) *Training and skill development:* For aspiring businesses and MSMEs, e-Commerce has already shown to be a desirable destination. It has resulted in the creation of more skilled jobs for the people. It also entails a lengthy supply chain management process. It would be professionally delivered by a qualified trainer and made as simple as possible. It should be emphasized that the primary criteria that motivate individuals to utilize internet services are comfort and ease, with quality and quantity of information being the most appealing feature. Keeping this in mind, the company should focus on good manpower training to deliver a better client experience, even when online customers do not engage with personnel face to face.
- ii) *New projects will be implemented more quickly:* The Indian government has already started various initiatives, including Digital India, Skill India, the Innovation Fund, and Start-up India. The success of these projects will be determined by the government's ability to implement them more quickly. As a result, it would have a significant influence on E-commerce. People in India are prone to copying rather than innovating. The government's Make in India policy encourages all stakeholders to innovate and create a high standard for others to follow. The e-commerce industry will acquire a lot of momentum if more entrepreneurs and businesses jump on board.

The Indian government has taken a number of steps to increase governance efficiency by tackling the issue of delayed payments and benefits to the poor. Jan Dhan (bank accounts), *Jeevan Jyoti Bima* (life insurance), *Suraksha Bima* (accident insurance), and *the Atal Pension Yojana* (pension for the unorganized sector) are examples of successful 'Digital India' programmes. India has taken steps to close the system's leaks by connecting 125.5 million *Jan Dhan bank* accounts, 757 million Aadhaar identity numbers, and around 904 million mobile phones for faster direct cash transfers of subsidies and benefits such as pension and relief sums.

- iii) *New Delivery Models:* In light of the "choked traffic" situation in India's metros, which has resulted in late deliveries or an increase in the number of bikers needed to meet delivery deadlines, e-Commerce and Logistics service providers are considering switching from a synchronous hand-delivered parcel system to an asynchronous model, in which parcels are delivered to a locker secured by a code sent to the recipient as a text message. If successful, this experiment will most likely aid e-Commerce enterprises in improving consumer experience. E-commerce businesses have recently begun to offer Cash on Delivery (COD) as a payment option for customers. The majority of consumers prefer to pay cash on delivery to ensure expediency in payment and security in obtaining the products as ordered. Few companies have lately begun employing unmanned aerial vehicles (UAVs) to deliver products to end users. Notably, Amazon, the world's largest online retailer, and DPDHL, the world's largest logistics firm, are both

experimenting using UAVs (Unmanned Air Vehicle: Miniature UAV) to deliver merchandise to clients. Amazon's goal is to boost profits by implementing new technology that will result in a better product delivery system that will also improve consumer pleasure.

VI. CONCLUSION

The Indian internet development narrative is attracting e-commerce businesses. Young clients, referred to as generation Z, are becoming increasingly glued to internet platforms. As a result, reaching them through other communication channels such as newspaper advertisements, television advertisements, and radio advertisements is extremely difficult.

The average demographic profile of shoppers is 16 to 34 years old, despite the fact that they are spending more time online. This provides these players with an opportunity to attract more users to their websites through innovative marketing strategies such as e-bill boards, carpet bombing, blitzkrieg, and social media for word of mouth marketing. The tide is turning in favour of teenagers. The fact that ordinary online users are spending more time online provides these players with an opportunity to attract more users to their websites with innovative marketing tactics such as e-bill boards, carpet bombing, blitzkrieg, and social media for word of mouth marketing. These players can utilize novel marketing methods like e-bill boards, carpet bombing, and blitzkrieg to attract more people to their websites, as well as use social media for word-of-mouth marketing.

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