

## **E- Commerce Trade in India: Problems and Possibilities**

**Ranbir Singh\***

### **Abstract:**

The term e-commerce trade is briefly used for electronic commerce business. It is a way of doing business online medium. The sale and purchase of services and goods through the Internet is called e-commerce trade. It involves electronically transferring data and money between two and more parties. Simply meant, it is called online shopping. It involves the purchase and sale of goods and services through an electronic system. In this way, the sale and purchase of services and goods through the Internet is called e-commerce trade. In today's time, the Internet is one of the most important features for e-commerce business. At the same time, it also presents many opportunities for the consumer and the business. It uses computers, internet networks, worldwide wave and email to conduct business activities. But online business also has its negative effects. Fake orders, fake websites, illegal shopping etc. are also seen in the e-commerce business. There is not denying the fact that e-commerce business can expand its market to national and international markets with minimal capital investment. This study explores the problems and potentials of e-commerce business in India.

**Key Words: E-commerce, Trade, India, Possibilities, Problem.**

**\* Principal, Govt. Senior Secondary School, Kabri (Panipat)**

### **Introduction**

In short, e-commerce is the process of buying and selling produce by electronic devices such as mobile applications and the Internet. E-commerce refers to online retail and online shopping as well as electronic transactions. Ecommerce has grown in popularity over the last few decades. The Electronic commerce business began in 1960 when many companies around the world started sharing business documents with other companies with the help of the Internet's feature Electronic Data. Subsequently, business companies such as e-Bay and Amazon entered the Internet sector and revolutionized the field. The e-commerce marketplace can provide support services to vendors in relation to warehousing, logistics, order fulfillment, call centers, payment collection and other services. Electronic commerce operates in all major market segments in India - business to business, business to consumer, consumer to consumer and business to business.

At present, e-commerce is one of the most important aspects of the Internet business. E-commerce allows consumers to exchange goods and services electronically with no constraint of time and distance. Buying and selling goods on the Internet is one of the most popular examples of e-commerce. E-commerce is available everywhere and at all times. Consumers can buy and sell products at any time from their home and office via an Internet connection. Online business is a testimony to the era of e-commerce in India. With the proliferation of broadband and smart-phones, high purchasing power groups are now prioritizing online shopping. This adversely affects traditional markets, especially retail outlets. With the advent of new technology, there is nothing new in the prevailing trade turmoil. The challenge is how to systematically transition from commerce to e-commerce. Also, it is necessary to ensure that the treasury is not harmed in this order.

### **Problems and Possibilities in E-Commerce Trade in India**

The world is becoming increasingly digital. It creates both opportunities and challenges, calling for changes in existing policies and adoption of new policies in many areas. Many countries are poorly prepared. The impact of digitization on trade is seen in trade statistics. Information and communication technology goods play a vital role in enabling the digitization of Indian economies. The e-commerce units that provide the market will not directly and indirectly affect the selling price of goods and services and will maintain a level playing field. There are different players in the same field of business, which would have reduced profitability during the period of sale price due to somewhat aggressive pricing strategies, heavy discounts and offers, free delivery, high commissions for affiliates and sellers. These companies are losing billions to attract customers. Electronic commerce provides new opportunities for all foreign companies to reach India's domestic market. In fact, it is established fact that every service and information about the product can available only on a mouse click on the computer.

An online marketplace is a type of e-commerce site where product and service information is provided by several third parties, while transactions are processed by the market-place operator. The online marketplace is the primary type of multi-channel e-commerce and can be a way to streamline the production process. It provides wide reach and reception in the global market with minimal investment. It enables sellers to sell to a global audience and also to make global choices to customers. The E-commerce trade has reduced geographical boundaries and challenges are greatly reduced. The Indian e-commerce market is registering impressive growth and is gaining acceptance among million buyers across the India. However, these platforms have long faced extreme criticism from both online buyers and offline sellers. Buyers have to fall prey to large-scale forgery. At the same time, sellers are facing a huge decline in sales due to heavy discounts being offered on the e-commerce platform.

### **Six Types of E-commerce Business:**

- 1 Business to Consumer
- 2 Business to Business
- 3 Consumer to Consumer
- 4 Consumer to Business
- 5 **Business To Administration or Business To Government**
- 6 **Consumer To Administration or Consumer To Government**

### **Conclusion:**

The e-commerce business has seen double-digit growth in the 21st century, influenced by the development of various business models. Currently, business activities can be improved by using e-commerce through information technology and advanced computer networks. E-commerce refers to the purchase and sale of goods and services created by electronic channels such as the Internet. Like any digital technology and consumer-based procurement market, the e-commerce sector is also expanding. Since mobile devices have become very popular today, mobile commerce has also become a kind of market.

E-commerce has become fashionable due to the government's support for liberalization and digitization of services such as telecommunications, technological development, broadband, internet and smart-phone penetration. Significantly, through e-commerce, the goods are directly

received by the consumer. This not only eliminates the role of middle-men, but also makes the goods cheaper. This also keeps the competition in the market and the customer is also able to compare the goods available in the market, due to which the customers get high quality goods. It is worth noting that consumers always have a feeling of doubt about online shopping whether the product they have purchased will be correct or not. However, the central government also received complaints against several e-commerce websites. Thus, there are possibilities and problems in the e-commerce business.

## References

Panagariya, A., & CNUCED. (2000). *E-commerce, WTO and developing countries*. UN.

Goswami, R., Juneja, E., & Sharma, S. (2008). Agribusiness sector in Rural India and increasing opportunities of E-Commerce.

Sorsa, K. (2018). Assisted e-commerce as a tool to gap digital divides-Possibilities of adapting the. *World*.

Tavengerwei, R. (2018). Using trade facilitation to assist MSMEs in E-commerce in developing countries. *Journal of International Economic Law*, 21(2), 349-378.

Mitra, A. (2013). E-commerce in India-A Review. *International journal of marketing, financial services & management research*, 2(2), 126-132.

Ray, S. (2011). Emerging trend of e-commerce in India: Some crucial issues, prospects and challenges. *Computer Engineering and Intelligent Systems*, 2(5), 17-35.

Panigrahi, C. M. A., Upadhyaya, R., & Raichurkar, P. P. (2016). E-Commerce Services in India: Prospects and Problems. *International Journal on Textile Engineering and Processes*, 2(1).

Mukherjee, A., & Kapoor, A. (2018). *Trade Rules in E-commerce: WTO and India* (No. 354). Working Paper.

Kaur, P., & Joshi, M. M. (2012). E-commerce in india: A review. *IJCST*, 3(1), 802-804.

Weber, R. H. (2015). Digital trade and E-commerce: challenges and opportunities of the Asia-Pacific regionalism. *Asian J. WTO & Int'l Health L & Pol'y*, 10, 321.

Chanana, N., & Goele, S. (2012). Future of e-commerce in India. *International Journal of computing and business research*.

Jindal, R. (2016). Clicks-and-Mortar: The Future of e-commerce. *International Journal of Recent Research Aspects*, 3(1), 143-147.

Malhotra, B. (2014). E-Business: Issues & Challenges in Indian Perspective. *Global Journal of*

*Business Management and Information Technology*, 4(1), 11-16.

Jain, S., & Kapoor, B. (2012). Ecommerce in India-Boom and the Real Challenges. *VSRD International Journal of Business & Management*, 2(2), 47-53.

Bhattacharya, S., & Mishra, B. B. (2015). Evolution, growth and challenges in E-commerce Industry: A case of India. *Sumedha Journal of Management*, 4(1), 45-58.

Kumari, S. (2016). Future Prospects of E-Commerce in India. *International Journal in Management & Social Science*, 4(6), 237-247.

Dange, A., Ghag, S., Jain, V., & Gaikwad, S. S. P. T. (2017). E-Commerce Gateway. *International Journal*, 7(3).