



International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

MEASURING TREND OF E-COMMERCE INDUSTRY IN INDIA

Ms. Seema¹, DR. ARCHNA TANWAR²

¹ Research Scholar, Shri Khushal Das University Pilibanga, Haumangarh

² Associate Professor Shri Khushal Das University Pilibanga, Haumangarh

ABSTRACT :

Electronic trade, or e-commerce, has emerged as a sizable force in transforming business landscapes globally, including in India. With growing net penetration, cellphone utilization, and virtual literacy, India's e-commerce sector has shown exceptional increase within the last decade. This paper examines the evolution, scope, and emerging developments within India's e-trade industry. It highlights essential drivers inclusive of digital infrastructure, cell commerce, synthetic intelligence, and on-line fee systems. The look at also sheds light on the consumer behaviour that supports e-trade growth, using primary records from 50 respondents. While acknowledging demanding situations like virtual illiteracy and infrastructural bottlenecks, the findings endorse that e-commerce in India has large untapped potential that may gas entrepreneurship, employment, and inclusive economic growth.

Keywords: E-commerce, Digital Retail, Online Shopping, Consumer Behaviour, Mobile Commerce, Artificial Intelligence, India, Online Payment, Market Trends, Economic Growth

Introduction

Electronic trade is called e-trade. It refers to carrying out commercial enterprise via the media and the net for goods and offerings. Since its inception, the Indian e-commerce sector has superior substantially. New competitors have entered the market because it has grown. One of the fastest-growing business routes for the worldwide exchange of goods and services is e-commerce. The call for for and range of offerings offered with the aid of the B2C e-trade market is increasing in the modern-day dynamic environment. In the Indian marketplace, the shift from traditional to net purchasing is not taking place right away. E-trade encompasses no longer handiest the purchasing and selling of gadgets through the Internet, but also more than a few business operations achieved through specific corporations in an effort to acquire the goal. It presents a much broader rich and reception throughout the worldwide market with minimal investments. Among the first on line stores to just accept digital payments, Amazon and eBay are inextricably connected to the improvement of e-trade. We now have a thriving e-commerce industry and enjoy the on line benefits of purchasing and selling due to their creators. Currently, Amazon, flip kart, Myntra, Ajio, jiomart, snapdeal, bigbasket, Tata CLiQ, nykaa and paytm mall are the ten biggest and maximum well-known on line retailers within the India. Statistics display that the most popular product classes on the Internet are those apparel, shoes, tune, books, computer systems, workplace components, private care and splendor, food and beverage and different consumer devices.

The e-trade enterprise in India has witnessed exponential increase over the last decade, pushed by way of extended net penetration, telephone adoption, and a surge in virtual price answers. This have a look at explores the cutting-edge scope and evolving developments shaping the e-commerce in India. Factors inclusive of improved logistics, modern enterprise fashions, and the access of world gamers have in addition fueled this growth. This paper encompass qualitative research additionally highlights key sectors cashing in on e-commerce, inclusive of retail, fashion, electronics, and groceries, at the same time as addressing challenges which include cybersecurity, infrastructure gaps, and regulatory hurdles. The analysis concludes that the Indian e-commerce zone holds full-size capability for persevered growth, innovation, and financial contribution, positioning itself as a pivotal player within the worldwide virtual economy. The e-commerce enterprise in India has experienced exponential increase over the last decade, reworking the way corporations operate and customers shop. With the speedy development of digital infrastructure, multiplied net penetration, phone usage, and supportive authorities tasks, India has emerged as one of the quickest-developing e-commerce markets within the world. This paper explores the scope of the e-trade zone, highlighting its capacity to drive financial improvement, create employment possibilities, and sell entrepreneurship. It additionally examines present day trends which include the rise of mobile commerce, integration of AI and massive records, enlargement into rural markets, and the growing reputation of online fee systems. Despite sure challenges like virtual illiteracy and logistical troubles, the future of e-trade in India seems promising, with big room for innovation and expansion.

REVIEW OF LITERATURE

Kumar and Maheswari (2023) say that e-commerce has had a big effect on how customers become involved by making it easier to customise, be convenient, and save time.

Rao (2022) stresses that mobile applications and virtual payment systems are very crucial for making the buying process easier and building trust with customers.

According to Sharma (2021), rural India is becoming a major place for e-commerce gaming. This trend is being driven by more people getting access to the internet and cellphones becoming cheaper.

Patel and Shah (2020) say that in the world of online shopping, customers are more likely to stay loyal if there are easy-to-use shipping, return policies, and payment options.

Ganguly (2019) says that AI, machine learning, and big data analytics are important tools that help e-commerce sites provide reports that are tailored to each user.

Verma (2018) says that regulatory demanding situations and the necessity for strong cybersecurity legal requirements are two of the biggest problems that are stopping e-commerce from growing.

Mishra (2017) looks at how e-commerce has opened up new opportunities for company owners, especially women and small-scale dealers. In his 2016 paper, Jain talks about how social trading and influencer marketing affect how people act, especially young people from different backgrounds.

Agarwal and Khurana (2022) looked at how COVID-19 affected how people shop and how India changed its technology. Their research shows that a lot more individuals are purchasing things online now, especially food and health items. This discovery shows how people have been moving towards digital consumption for a long time.

Bansal (2021) looked into the rise of mobile commerce (m-commerce) and discovered that more than seventy percent of Indian shoppers now use their phones to make purchases. To be successful in rural and semi-urban regions, you need to use mobile-first strategies.

Deshmukh and Rani (2020) spoke about how important smooth fee research is and how the Unified Payments Interface (UPI), mobile wallets, and credit card connections helped e-commerce grow in India.

Gupta (2019) spoke on how e-commerce has affected the environment and said that eco-friendly packaging and logistics that aren't very good have become important ways for online businesses to stand out.

Chatterjee (2018) looked at the expanding trend of hyperlocal transport patterns and found that firms like BigBasket and Dunzo are meeting the requirement for speedy success, especially in major cities.

Iyer and Thomas (2021) looked at the e-commerce ecosystems in India and China and compared them. They came to the conclusion that India's concentration on inclusive digitalisation and law-driven development provides a different route than China's platform-dominated version.

Kapoor and Bhatia (2023) say that Tier 2 and Tier 3 cities are now home to around 45% of recent internet shoppers. This is being done with the help of local language support, better logistics, and advertising campaigns led by influencers.

Narayan and Sinha (2020) studied how people in India embrace e-commerce and found that the top three factors that affect whether or not people buy anything are return policies, assurances of authenticity, and how quickly customer service responds.

Rathore (2019) looked at how social media affects the decisions people make. He said that sites like Instagram, Facebook, and YouTube have a big impact on what people like, especially kids in Generation Z.

Sen and Das (2022) looked at the problems with rules and regulations in Indian e-commerce. They noted that the issues include the localisation of records, fair competition for micro, small, and medium-sized businesses (MSMEs), and buyer protection laws that may be changing because of how the sector is changing.

RESEARCH METHODOLOGY

The motive of descriptive research is to signify the data and capabilities of the subject of the examine, which in this case is the attitudes and behaviour of Indian purchasers in the e-trade zone. Descriptive research deals with the formulation or investigation of a speculation. The purpose of this studies venture changed into to examine particular styles and hypotheses. In order to verify the studies hypotheses, a systematic method become hired for information collection and trying out. Additionally, it aids in providing a profile of the populace of respondents under study. The records collected from the 50 valid responders was accurately coded and entered into the layout that changed into created. The technique of changing important records into uncooked information is referred to as evaluation. One open-ended query and a lot of closed-ended and measurement scale questions are included within the questionnaire. It turned into given to purchasers for you to accumulate data about their age, gender, modern-day shopping conduct throughout product categories with regards to both traditional and cutting-edge retail, the degree to which one of a kind factors of the retail mix have an impact on the consumer's expectations after they save, evaluations about and alternatives for each conventional and modern-day retail establishments, and preferred places of purchase for specific product categories.

DATA ANALYSIS

To understand the prevailing client perceptions and pick out the rising trends shaping the e-trade region in India, the facts accumulated from 50 respondents become systematically analysed. The questionnaire responses were tabulated to extract frequency-based insights approximately purchaser attitudes in the direction of technological trends, shopping behaviours, and the perceived future capacity of the e-commerce enterprise. The following tables present the summarized effects of this primary information analysis, providing valuable perspectives on how Indian clients view and have interaction with the evolving virtual market.

Table-1: Emerging trends in e-commerce

	Frequency	Valid Percent	Cumulative Percent
Artificial intelligence and catboats	3	25.0	25.0
Augmented reality shopping	2	16.7	41.7

Subscription models	2	16.7	58.3
Voice-based shopping	1	8.3	66.7
Social commerce	4	33.3	100.0
Total	12	23.5	100.0

From the table above show that, out of 50 respondents, 5.9% respondents said artificial intelligence and catboats, 3.9% respondents said augmented reality shopping, 3.9% respondents said subscription models, 2.0% respondents said voice-based shopping and 7.8% respondents said social commerce emerging trends in e-commerce will be shaped the industry in India.

Table-2: overall scope of e-commerce in India

	Frequency	Percent	Valid Percent
Extremely large potential	8	15.7	
Large potential	3	5.9	91.7
Limited potential	1	2.0	100.0
Total	12	23.5	100.0

From the table above it shows that, out of 50 respondents, 15.7% respondents said extremely large potential, 5.9% respondents said large potential and 2.0% respondents said limited potential is the overall scope of e-commerce in India.

CONCLUSION

India's e-commerce landscape is undergoing a paradigm shift, driven by digitization, changing consumer habits, and innovation in service delivery. This research demonstrates that social commerce, artificial intelligence, and mobile-first strategies are gaining traction. Despite challenges like infrastructural limitations and cyber threats, the Indian e-commerce sector is positioned for exponential growth. Stakeholders, including policymakers, startups, and large businesses, must invest in secure, inclusive, and accessible digital platforms to tap into the vast market potential.

REFERENCES

- Ganguly, A. (2019). E-commerce and data analytics in emerging markets. *Journal of Retail & Digital Innovation*, 11(2), 45–59.
- Gupta, K. (2019). Sustainability concerns in the Indian e-commerce logistics chain. *Environmental Economics and Management Review*, 4(1), 67–78.
- Iyer, R., & Thomas, M. (2021). India vs China: Comparative analysis of digital commerce ecosystems. *Asian Journal of Business and Trade*, 8(2), 88–102.
- Jain, S. (2016). The rise of social commerce in India. *Indian Journal of Marketing*, 46(8), 12–19.
- Kapoor, A., & Bhatia, N. (2023). Unlocking Tier 2 and Tier 3 markets in Indian e-commerce. *Retail Expansion Journal*, 6(1), 29–44.
- Kumar, R., & Maheswari, V. (2023). Digital transformations in e-retailing: A consumer perspective. *International Journal of E-Business Research*, 19(1), 67–78.
- Mishra, P. (2017). Empowering micro-entrepreneurs through e-commerce platforms. *Asian Journal of Entrepreneurship*, 9(3), 102–116.
- Narayan, A., & Sinha, D. (2020). Trust-building mechanisms in Indian e-commerce platforms. *Indian Journal of Consumer Behaviour*, 13(4), 101–115.
- Patel, M., & Shah, K. (2020). Consumer satisfaction in online shopping: An Indian perspective. *International Journal of Retail Management*, 8(1), 34–49.
- Rao, N. (2022). Digital payments and e-commerce growth in India. *Indian Journal of Finance and Economics*, 12(4), 55–63.
- Rathore, S. (2019). The influence of social media on Indian consumer behavior. *Journal of Marketing & Media Studies*, 5(2), 74–89.
- Sen, T., & Das, R. (2022). Regulatory dynamics of the Indian e-commerce industry. *Journal of Law and Digital Policy*, 10(3), 60–72.
- Sharma, R. (2021). The impact of internet access on rural e-commerce adoption. *Journal of Rural Economic Development*, 7(2), 23–40.
- Verma, A. (2018). Challenges and opportunities in Indian e-commerce regulation. *Law and Digital Economy*, 5(1), 78–85.