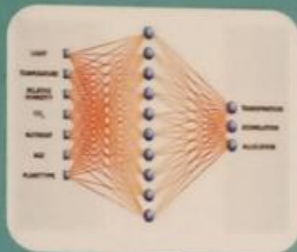# International Journal of Computer Research & Technology (IJCRT)

A Peer Reviewed Half Yearly Research Journal

Special Issue
Proceeding of the 4th National Conference on
" Emerging Trends in Computer and Information Technology"
held on 25th January ,2019.

Editor in Chief
Dr. B. H. Barhate

Special issue on

4h National Conference on

"Emerging Trends in Computer
And Information Technology"

Held on 25th January, 2019

CHANGING TRENDS IN E-COMMERCE

Namrata Sameer Gadgil

*Modern College of Arts, Science and Commerce
(Business Administration Campus)
Shivajinagar Pune 05.
namrata.gadgil@gmail.com*

ABSTRACT:

Internet and information technologies changed our day to day life. In case of purchasing or shopping E-commerce change our habits. This report mainly focused on the rapid growth in e-Commerce. How technology changed and how it serves people. This paper includes introduction to E-Commerce, definition, history, and change in technologies used in E-commerce and how they are beneficial for the people mainly in India. This paper also includes E-Commerce organizations and types of EC based on parties involved in it. It also focused on problem faced by E-commerce industry now a days and losses in e-commerce industry in India. Finally conclusion and recommendations are discussed.

KEYWORDS: *E-commerce(EC), Trends, India, losses, technology.*

1. INTRODUCTION

Now a days internet change our way to live life. Every moment of our life is occupied by the use of internet, online gaming, social networking, mobile TV, digital marketing, and the main is the online buying and selling in other word online shopping of goods and services. If organizations want to grow rapidly worldwide they should take strategic initiative with the help of internet technologies. Every organization (small or big) should focus on E-commerce. Electronic commerce is rebellion era which is growing and changing continuously. Looking into this phase of EC, business going to face immense success as well as challenges due to digital market. Latest trend in E-commerce is use of laptops, mobile phones, shopping apps, and social commerce.

E-commerce means:

The first thought in mind when we think E-commerce is online shopping on sites like Flipkart, Amazon and many more for clothes, glossary, digital goods etc. but is far more than this. The definition of EC :

" Ecommerce, also known as electronic commerce , refers to the buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions of the good and services."It uses world wide web.

2. EVOLUTION OF E-COMMERCE

Online shopping was invented by Michael in 1979 at UK. He connected a modified domestic television via a telephone line to real time multiuser transaction processing computer. This system was used in 1980 as a B2B system in UK.

According to experts, The sector started in India during 1999 with companies such as Firstandsecond.com and Fabmart aspiring to become the Amazon of India - the biggest online provider of books.

First online transaction was taken in 1972 to MIT students at their AI lab. The first online shopping transaction on the internet took place 1992.

3.E COMMERCE TIMELINE

Year	Change
1960-1982	EDI replaces mailing and faxing of documents with digital transfer of data from one computer to another.
1982-1990	It is clear that B2B EC is beneficial but B2C would not successful until more use of PC's and WWW / internet
Early 90's	Proposal published to build " Hypertext project" called "WorldWideWeb" in the same year first web server created and wrote the first web browser, it debut on Aug 6, 1991.
Mid 90's	First E-Commerce site was Amazon launched in 1995 as online bookstore and grown to be largest online retailer in the world.
In 1998	Online payment evolve by PayPal
2001-2018	Mobile expands.

4. TECHNOLOGIES USED IN EC

In this journey of EC different types of web servers, server s/w's, web tools, DB system, networking, browsers, ports, domain names are used. These are technical parts of the E-commerce on which the success of each business depends.

5. E-COMMERCE MODELS

Basically there are B2B, B2C, C2C and omni-channels are the current leading E-commerce models in India. And many companies are using these models some examples are mention in table below:

E-commerce models	Companies
B2B E-Commerce	Amazonbusiness.in,power2sme.com, IndustryBuying.com, Bizongo.com,tolexo.com, justBuyLive.com
B2C E-commerce	Snapdeal.com, Amazon.com, FlipKart.com, BigBasket.com, FirstCry.com, Zovi.com, uber.com, olacabs.com
C2C E-commerce	Quicker.com, olx.com, cloudcar.com
Omni-channel	Shopper stop.com, Vaadak music.com, maxonline.com

6. LIST OF SECTORS USING E-COMMERCE

In India till the ending of year 2018 almost all the sectors used internet and WWW for expanding their business to the world market. List of some sectors given below :

Sectors	Leading company names
Online Food	Swiggy.com, foodpanda.com, zomato.com,faasos.com, dialameal.com, ubereats.com
Online Travel	MakeMyTrip.com, travelonline.com, redbus.com, yatra.com, TravellGuru.com, Booking.com
Online Real estate	99Acres.com, MagicBricks.com, Commonfloore.com, IndiaProperty.com, Housing.com, GrabHouse.com, Makaan.com, PropertyWala.com, PropTiger.com, Sulekha.com
Online Fashion	Amazon.com, snapdeal.com, mantra.com ,limeroad.com
Online Furniture	Peppefry.com, urbanladder.com,vilasa.com, furnitureDekho.com
Online Education	Exd.com, academicEarth.com, khan academy.com,courseera.com
Online Banking	SBI,HDFC,AXIS
Online Health	Portea.com, healthkart.com

Online Laundry	Laundrywala.com,doormint.com
Online Truck booking	Trucksuvidha.com, truckmandi.com , fortigo.com
Online Entertainment	Netflix.com, jiotv.com, erosnow.com
Online Grocery	Bigbasket.com,grofers.com
Online jewelry	Bluestone.com, caratelane.com, Malabar.com

7. CHALLENGES IN E-COMMERCE

The E-commerce industry enjoying the growth and acceptance of EC in India, but there are many challenges as well. These challenges are mainly related with infrastructural support, customer acquisition, customer satisfaction, and loyalty, government policies, legal framework, scaling and profitability of organization etc. Attracting the right customer who is loyal. Customers are attracted by discount and have very less loyalty towards brand and the always switch among platform and sites. Customers mainly prefer COD (cash on delivery) as it increase in the chances of return or exchange. This results in using or locking of capital of the sellers. This is the case of customer, but if Merchant is new in the EC business, does not have any experience of electronic business, technology. Mainly small business facing this type of challenge, to trained in the EC business. Next is logistic in EC merchants follow 2 types of supply chain management. Few e-retailers have their own logistics network for intra-city and some rely on third party services for inter-city. Others EC businesses depend totally upon Third Party Service Providers (TPSP). If these networks are weak it creates problem in delivering product at right place on right time for customer. Problem extends because of increase in cost of logistic for seller. Above all problems are related with humans, but main challenge is the technology used like network and bandwidth, digital payment transaction failure, and telecom operators to roll out 3G/4G.

Due to above reasons EC businesses facing losses in their business in India.

8. FUTURE OF E-COMMERCE

Future of EC is bright and alluring globally as well as in Asia and India. India is the 3rd largest country in buying online, this would be reached to 239.7 million by 2019 which is only the 24.3% of the total population of India.Though there are few challenges, still e Commerce is growing day by day and sooner will become the drastic demand of the users. Mostly social media is the decision maker for buying online like facebook, linkedin ,pininterest, twitter etc. more and more customers are attracted by social media, advertising and marketing through these media increase chances of success. Drown delivery is the future of logistic, many companies are working on. Google is working on its own "buy now" button, on

clicking on that button user will redirected to the desired page, and google will provide customers details to the retailer. According to business world approximately sixty thousand jobs will be created.

Total Retail and Retail Ecommerce* Sales in India, 2014-2019

billions, % change and % of total retail sales

	2014	2015	2016	2017	2018	2019
total retail sales	$717.83	$818.33	$941.08	$1,082.24	$1,244.58	$1,418.82
—% change	13.0%	14.0%	15.0%	15.0%	15.0%	14.0%
Retail ecommerce* sales	$6.10	$11.00	$17.65	$27.36	$38.33	$47.49
—% change	133.8%	80.3%	60.3%	55.0%	40.1%	23.9%
—% of total retail sales	0.8%	1.2%	1.9%	2.5%	3.1%	3.3%

Note: converted at the exchange rate of US$1=INR60.96, excludes travel and event tickets. *includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment
Source: eMarketer, July 2015

192076   www.eMarketer.com

9.CONCLUSION

E-commerce industry in India is in growing stage and having tremendous potential. From 1999 and today in 2019 it becomes fastest growing industry of India. Higher speed of internet and smart phone availability of 4G connectivity , further promotes investment in EC industry. In India till 2018 not only B2B but also B2C, C2C and omni channels retailers are also growing. This blooming growth in E-commerce business in India helping in growing Indian economy. These change include government policy and initiative like skill fund, innovation fund, smart up India, GST, cashless payment solution, logistic support etc. The further efforts by Indian government and EC industry will make changes in payment mode form cash to card and from card to mobile payment. This payment option gain the trust of the customer.

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Bhusawal Arts, Science & P. O. Nahata Commerce College, Bhusawal

Affiliated to Kavayitri Bahinabai Chaudhari North Maharashtra University, Jalgaon

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IJCRT
ISSN 2454-7719

DEPARTMENT OF COMPUTER SCIENCE AND INFORMATION TECHNOLOGY

Organizes

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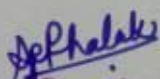## "Emerging Trends in Computer & Information Technology"

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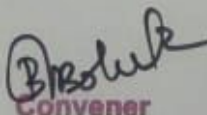This Certificate is awarded to

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Has **Participated/Presented** A Paper in the One Day National Conference **ETCIT-2019** held at Bhusawal (M.S.) On **25th January,2019**. He/She had presented a paper on the topic titled

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