E-Commerce In India Future And Its Perspective: A Study

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Abstract: The E-Commerce market is thriving and poised for robust growth in Asia. There are players who made a good beginning. Their success depends on their understanding of the market and offering various types of features. Electronic commerce or business is more than just another way to sustain or enhance existing business practices. Rather, e-commerce is a paradigm shift. It is a “disruptive” innovation that is radically changing the traditional way of doing business. Ecommerce is showing tremendous business growth in our country. Increasing internet users have added to its growth. Ecommerce has helped online travel industry.

The present study has been undertaken to describe the present status and facilitators of E-Commerce in India, analyze the present trends of E-Commerce in India and examine the barriers of E-Commerce in India and the Overall E-Commerce will increase exponentially in coming years in the emerging market of India.

Keywords: Ecommerce, innovation, online travel.

I. INTRODUCTION

The E-commerce Industry in India has come a long way since its early days. The market has matured and new players have entered the market space. In the present dynamic scenario, e-commerce market in the B2C space is growing in demand as well as in the array of services. The transition to online purchasing from traditional purchasing is taking a long time in the Indian market. E commerce includes not only buying and selling goods over Internet, but also various business processes within individual organizations that support the goal. As with e-commerce, e-business (electronic business) also has a number of different definitions and is used in a number of different contexts.

The cutting edge for business today is e-commerce. E-Commerce stands for electronic commerce. It means dealing in goods and services through the electronic media and internet. On the internet, it relates to a website of the vendor, who sells products or services directly to the customer from the portal using a digital shopping cart or digital shopping basket system and allows payment through credit card, debit card or EFT (Electronic fund transfer) payments. E-commerce or E-business involves carrying on a business with the help of the internet and by using the information technology like Electronic Data Interchange (EDI). More simply put, E-Commerce is the movement of business onto the World Wide Web. E-Commerce has almost overnight become the dominant online activity. There is no single definition of E-Commerce, it means only commercial activity which is performed or linked to or supported by Electronic Communication. The effects of e-commerce are already appearing in all areas of business, from customer service to new product design. It facilitates new types of information based business processes for reaching and interacting with customers like online advertising and marketing, online order taking and online customer service. In now days E-commerce uses the WWW at least some point in transaction lifecycle. It can also reduce costs in managing orders and interacting with a wide range of suppliers and trading partners, areas that typically add significant overheads to the cost of products and services. For developing countries like India, e-commerce offers considerable opportunity. In India it is still in nascent stage, but even the most-pessimistic projections indicate a boom. There has been a rise in the number of companies taking up e-commerce in the recent past. Major Indian portal sites have also shifted towards e-commerce instead of depending on advertising revenue. Many sites are now selling a diverse range of products and services from flowers, greeting cards, and movie tickets to groceries, electronic gadgets, and computers, etc. With stock exchanges coming online the time for true e-commerce in India has finally arrived.

STATUS OF E-COMMERCE IN INDIA

Today e-commerce is a byword in Indian society and it has become an integral part of our daily life. There are websites providing any number of goods and services. Then there are those, which provide a specific product along with its allied services.
II. CONCEPTS AND DEFINITIONS

Electronic commerce or e-commerce refers to a wide range of online business activities for products and services. It also pertains to “any form of business transaction in which the parties interact electronically rather than by physical exchanges or direct physical contact.” A more complete definition is: E-commerce is the use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation between or among organizations, and between organizations and individuals.

III. DIFFERENT TYPE OF E-COMMERCE

The major different types of e-commerce are: business-to-business (B2B); business-to-consumer (B2C); business-to-government (B2G); consumer-to-consumer (C2C); and mobile commerce (m-commerce).

IV. E-COMMERCE IN INDIA

For developing countries like India, e-commerce offers considerable opportunity. E-commerce in India is still in growing stage, but even the most-pessimistic projections indicate a boom. It is believed that low cost of personal computers, a growing installed base for Internet use, and an increasingly competitive Internet Service Provider (ISP) market will help fuel e-commerce growth in Asia’s second most populous nation. The first e-commerce site in India was rediff.com. It was one of the most trafficked portals for both Indian and non-residents Indians. It provided a wealth of Indian-related business news a reach engine, e-commerce and web solution services. The past 2 years have seen a rise in the number of companies enabling e-commerce technologies and the internet in India. Major Indian portal sites have also shifted towards e-commerce instead of depending on advertising revenues.

The web communities built around these portal sites with content have been effectively targeted to sell everything from event and mouse tickets the grocery and computers. The major in this services being Rediff.com and the net and India plaza with started a shopping section after In spite of RBI regulation low internet usage e-commerce sites have popped up everywhere hawking things like groceries, bakery items, gifts, books, audio and video cassettes, computer etc. none of the major players have been deterred by the low PC penetration and credit card.

V. FUTURE OF E-COMMERCE IN INDIA

India is developing rapidly and if development is to be measured, how can we ignore the role of e-commerce in it. The number of new entrants in this sphere is escalating daily and with growth rate reaching its zenith it can be presumed that in years to come, customary retailers will feel the need to switch to online business. Insights into increasing demand for broadband services, rising standards of living, availability of wider product ranges, reduced prices and busy lifestyles reveal this fact more prominently thereby giving way to online deals on gift vouchers. Going by the statistics, the E commerce market in India was worth about $2.5 billion in 2009. It rose to $8.5 billion by 2011 thus depicting a definite surge in the last two years. According to a statement released by the Internet and Mobile Association of India (IAMAI), these figures would reach up to $12 billion by 2012. To understand this scenario, we can divide E-commerce into three broad categories which include physical services, physical goods and virtual goods.

Another category that is gradually making its mark is the local commerce (couponing, yellow pages, classifieds etc.) which offers significant overlaps with E-commerce. The 1st category of physical services is definitely the major contributor which includes travel ticketing, jobs, matrimonial and event management websites with travel sites accounting for 75% of all E-commerce industries! It provides attractive deals too. The 2nd category of physical goods is the one currently gaining considerable attention, thanks to the hype created by new startups/stores being launched daily. Leaders in this division are Flipkart, Infibeam, Homeshop18, Indiatimes, Naaptol, Letsbuy etc. each of which offers everything from mobile phones to pet food. The 3rd and final category of virtual goods and gift vouchers like online music, software's, movies, games, Taj Hotel gift vouchers, Reebok gift vouchers, Pizza Hut gift vouchers etc. have been relatively lagging behind in India as compared to Europe and America, primarily due to piracy concerns and the social perspective of Indians. But the scenario is expected to change with the digital downloads segment expected to grow in the Indian E-commerce market due to the explosion of mobile devices and the services available over the Internet at special discounts.

Certain unique attributes of the commerce in India such as cash on delivery mode of payment and direct imports that lower costs considerably are probably going to be the predominant feature. According to the latest research by Forrester, a leading global research and advisory firm, the e-commerce market in India is set to grow the fastest within the Asia-Pacific Region at a CAGR of over 57% between 2012-16. The report, titled “Asia Pacific Online Retail Forecast, 2011 To 2016,” has been issued by Forrester Research Inc. Analyst Zia Daniell Wigder, with Steven Noble, Vikram Sehgal and Lily Varon.

E-commerce in India to explode in 2012, Indian e-shoppers will have a good time getting great deals and services online.

VI. LITERATURE REVIEW

The report found that nearly 60 per cent of citizens in India visited a retail site in November 2011, with the number of online shoppers increasing by 18 per cent in the past year.
E-commerce can became an integral part of sales strategy while it is one of the cheapest medium to reach out the new markets, if implemented successfully, it offer a smart way of expansion & doing e-commerce attribute to the successful implementation to carefully understanding the products & services, customers and the business process, easy -to-use system to extend the business on the web.

A new report by the Boston Consulting Group says online retail in India could be a $84-billion industry by 2016 — more than 10 times its worth in 2010 — and will account for 4.5 per cent of total retail.

The e-commerce platforms maximize its reach to the potential customers and provide them with a convenient, satisfying & secure shopping experience.

A. THEORETICAL BACKGROUND

The theory of reasoned action (TRA) [Fishbein and Ajzen 1975] explains the relationship between attitudes, intentions and behaviors. The TRA model posits that human beings make rational decisions based on the information available to them, and the best immediate determinant of a person's behavior is intent which is the cognitive representation of readiness to perform a given behavior [Ajzen and Fishbein 1980]. Accordingly, information quality provided by the B2C e-commerce website contents can greatly affect the intention to purchase. Also, if the information provided by the website is reliable and accurate, then this will increase online customer satisfaction and trust which will lead the customer to make the initial purchase. Thus customer satisfaction and trust in e-commerce websites can affect consumer retention or customer loyalty positively.

According to the TRA model, an individual’s belief towards a behavior is an immediate determinant of his or her intention to perform a behavior [Fishbein and Ajzen 1975]. Mayer, Davis, and Schoorman [1995] further extended the TRA theory to support the modeling of customer trust. In addition, based on the Technology Acceptance Model (TAM) [Davis 1989] and TRA theory, McKnight, Choudhury and Kacmar [2002] proposed a model of e-commerce customer trust. According to TAM, the intention to accept or use a new technology is determined by its perceived usefulness and perceived ease of use. In their model, Mcknight et al. posits that trusting beliefs (perceptions of specific vendor website attributes) leads to trusting intentions, which in turn influences trust-related behaviors.

Eid: Determinants of E-Commerce Customer Satisfaction, Trust, and Loyalty in Saudi Arabia Page 80

Expectation-Confirmation Theory (ECT) was proposed by Oliver [1980] to study consumer satisfaction and repurchase behavior. The ECT theory states that consumers firstly form an initial expectation prior to purchase, and then build perceptions about the performance of the consumed product/service after a period of initial consumption. Next, consumers will decide on their level of satisfaction based on the extent to which their expectation is confirmed through comparing the actual performance of the product/service against their initial expectation of the performance. Consequently, satisfied consumers will form repurchasing intentions. Similarly, when customers have confirmed their expectation that an e-commerce website is trustworthy, they will be more motivated to repurchase from the same e-commerce website.

B. FACTORS INFLUENCING SATISFACTION, TRUST, AND LOYALTY

Gummerus, Liljander, Pura and Van Riel [2004] define the user interface as the channel through which consumers are in contact with the e-service provider. Park and Kim [2003] found that the quality of the user interface affects the customer satisfaction directly, since it provides physical evidence of the service provider’s competence as well as facilitating effortless use of the service. Because of its importance to customer satisfaction, Tan, Tung, and Xu [2009] identified fourteen key factors for developing effective B2C e-commerce websites. Also, Gummerus et al. [2004] suggested that the quality of a user interface is expected to affect trust directly. Similarly, Roy, Dewit, and Aubert [2001] found that ease of navigation, interface design, and user guidance affect consumer establishment of trust.

Srinivasan, Anderson, and Pannavolu [2002] proved that the interactivity aspect of e-commerce applications is strongly related to customer loyalty. Cyr [2008] investigated the effect of B2C e-commerce website user interface design factors (such as information design, navigation design, and visual design) on trust and satisfaction across three developed countries; Canada, Germany, and China. Cyr found the user interface design variables are key antecedents to website trust and website satisfaction across cultures. Also, Alam and Yasin [2009] found from their study in Malaysia that website user interface design is strongly related to customer satisfaction.

Product/service information quality is defined as the customer perception of the quality of information about the product/service that is provided by a website [Park and Kim 2003]. Website content quality has been argued to be an antecedent of online customer trust [Mcknight et al. 2002]. In addition, Park and Kim [2003] found that the information quality affects customer satisfaction directly. The study by Cyr [2008] found different results for different cultures. Cyr found that while information design significantly influences trust in Canada, but not in Germany and China, it significantly influences website satisfaction in all three cultures.

Kolsaker and Payne [2002] maintain that security reflects perceptions regarding the reliability of the payment methods used and the mechanisms of data transmission and storage. The lack of security as perceived by e-commerce consumers represents a risk and a main obstacle to the development of e-commerce [Dong-Her 2004]. Flavia’n and Guinaly’u [2006] demonstrated that trust in the Internet is particularly influenced by the security perceived by consumers regarding the handling of their private data. Websites may increase consumer trust by decreasing perceived environmental risk or by raising security [Warrington, Abgrab, and Caldwell 2000]. Perceived privacy is defined as consumers’ ability to control presence of other people in the environment during a market transaction or consumption behavior and the dissemination of information related to or provided during such transactions or
behaviors to those who were not present [Goodwin 1991]. Flaviana and Guinalýu [2006] demonstrated that trust in the Internet is particularly influenced by the privacy perceived by consumers regarding the handling of their private data. Privacy is a critical factor in acquiring potential online customers and retaining existing customers [Park and Kim 2003]. Thus, privacy can also be a critical factor in customer satisfaction of e-commerce services.

Customer trust can be defined as a set of beliefs held by an online consumer concerning certain characteristics of the e-supplier, as well as the possible behavior of the e-supplier in the future [Coulter and Coulter 2002]. Lee and Lin [2005] suggested that trust encourages online purchasing and affects customer attitudes towards purchasing from e-retailers. Loyalty contributes to the ongoing process of continuing and maintaining a valued and important relationship that has been created by trust [Chaudhuri and Holbrook 2001]. Cyr [2008] found website trust is strongly related to loyalty in Germany and China, but weakly related in the case of Canada. In addition, Kim et al. [2009] conducted a longitudinal study in the U.S and found that online customer trust is strongly related to loyalty.

Customer satisfaction is how satisfied a customer is with the supplied product/service. It is closely related to interpersonal trust [Geyskens, Steenkamp, Scheer, and Kumar 1996]. In line with earlier research [Zins 2001], it is expected that a higher level of customer satisfaction will lead to greater loyalty. However, the impact of satisfaction on customer loyalty is rather complex. Fisher [2001] believes that customer satisfaction accounts for only part of why people change product or service providers. Other studies have shown that customer satisfaction is a leading factor in determining loyalty [Anderson and Lehmann 1994]. Anderson and Srinivasan [2003] found that both trust and perceived value, as developed by the company, significantly accentuate the impact of satisfaction on e-commerce.

Journal of Electronic Commerce Research, VOL. 12, NO 1, 2011 Page 81 commerce loyalty. In a more recent study by Cyr [2008] it was found that website satisfaction is strongly related to loyalty in three countries: Canada, Germany, and China.

Generally, loyalty has been defined as the repeat purchasing frequency or the relative volume of same-brand purchasing. Oliver [1997] defines customer loyalty as a deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same brand or same brand set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior. In e-commerce, loyal customers are considered extremely valuable. Today, e-retailers are seeking information on how to build customer loyalty. Loyal customers not only require more information themselves, but they serve as an information source for other customers. Building customer loyalty is one of the biggest challenges for B2C e-commerce. Several antecedents of customer loyalty have been proposed. Customer satisfaction and trust have been brought forward as a precondition for patronage behavior [Pavlou 2003] and the development of long-term customer relationships [Papadopoulos, Andreou, Kanellis, and Martakos 2001]. The study by Kassim and Ismail [2009] found that services quality and vendor’s assurance to online customers in Qatar, contribute to building trust and satisfaction thereby improving customer loyalty. The present study predicts that both customer satisfaction and customer trust will correlate positively with customer loyalty in Saudi Arabia.

C. CHARACTERISTICS OF SAUDI ARABIA

Saudi Arabia is one of the most important markets in the developing Arab world with respect to the foreign e-retailers, even though the Internet user penetration rate in this country was relatively low 5% of the population in year 2003 (which is estimated to be around 1.4 million Internet users) [Sait, Altawil, and Hussain 2004]. In year 2004, the penetration rate increased slightly to 6.8% (approximately 1.6 million Internet users) [Abdul-Muhimin and AL-Abdali 2004]. Then, the number of Saudi Internet users reached 3.5 million in 2009 [The Arab Advisors Group 2009] which represents a sharp increase in the user penetration rate, 23.8% over the five years from 2004 to 2009. This sharp rise in the number of Internet users over the past five years can be attributed to increasing purchase power of Saudi people and the development of the Saudi information and communications technology infrastructure as a result of the sharp rise in crude oil prices between 2004 and 2009. An additional reason for selecting Saudi Arabia is that a high level of cultural and social homogeneity prevails there. Almost 100 per cent of the Saudi population, 20 million according to a 2006 statistic speaks Arabic which is a member of the western branch of the Semitic Family of languages. It is the religious and literary language of Islam. In addition, almost all of the inhabitants are Muslim. The combination of common language and common religion has led to a common sense of heritage and cultural unity among the Saudis.

An Arab Advisors group [2009] report attributed the boom in e-commerce use to a substantial growth in the number of Internet users, many of whom have become familiar and confident with using credit cards for online transactions. Results also indicated a substantial increase in e-payment companies, the inclusion of new sectors such as airlines in e-commerce transactions, and the immense popularity of electronic interactive games. The document noted that the youth represents 50% of the Saudi population, 20 million according to a 2006 statistic speaks Arabic which is a member of the western branch of the Semitic Family of languages. It is the religious and literary language of Islam. In addition, almost all of the inhabitants are Muslim. The combination of common language and common religion has led to a common sense of heritage and cultural unity among the Saudis.

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Many studies have been concerned with identifying the characteristics of online customers. Factors investigated in this respect have included demographics [Verchopoulos, Siomkos, and Doukidis, 2001], psychographics [Sin and Tse 2002], and attitudes [George 2002]. For example, Verchopoulos et al. [2001] found that adopters of Internet shopping in Greece have generally been young, highly educated, high-income earning males who have previously used it. Sin and Tse [2002] found that adopters in Hong Kong have similar demographic profiles, in addition to being more time-conscious, self-confident, and heavier users of the Internet. In the case of Saudi Arabia, Abdul-Muhmin and AL-Abdali [2004] found that the adoption of B2C e-commerce is greater among older, highly educated, high-income respondents.

OBJECTIVES OF THE STUDY

The objectives of present study are:

- To describe the present status and facilitators of E-commerce in India;
- To analyze the present trends of E-Commerce in India;
- To examine the barriers of E-Commerce in India.

SEGMENTS THAT RECORDED GROWTH

Online channels are playing an important role of connecting with consumers of unexplored markets. The journey of online spending that started with an increasing number of buyers of travel and holiday plans in the last decade has now extended to an increase in spends on household appliances and luxury products. While segments like apparel and luxury products have registered unprecedented growth in 2011, jewellery, electronic appliances and hardware products have shown promising growth trends as well. “Indian consumers are showing greater appetite to transact online, fuelling the e-commerce boom,” said Anuj Kumar, CEO, Affle.

The report also found that coupon sites are rapidly gaining popularity, with 16.5 per cent of the Indian online population visiting the category in November 2011 – 27.2 million online users in India aged 15 and older accessed the retail category from a home or work computer, an increase of 18 per cent from the previous year, as consumers continue to turn to the web to shop for and purchase items and retailers continue to increase their online visibility through active marketing campaigns.

Increase in shoppers of the coupon sites indicate that pricing is playing the role of catalyst in bringing more and more shoppers online. Many of these shoppers have shown affinity towards affordable online goods, which was priced lesser than the market price. Some of the largest retail subcategories revealed that coupons category was the largest with 7.6 million visitors as consumers rapidly adopt daily deal sites. Consumer electronics ranked next with 7.1 million visitors, growing at 12 per cent over the previous year, while 5.8 million online users visited comparison shopping sites, an increase of 25 per cent from the previous year.

MARKET SIZE OF E-COMMERCE IN INDIA

Indian Banks too have been very successful in adapting EC and EDI Technologies to provide customers with real time account status, transfer of funds between current and checking accounts, stop payment facilities. ICICI Bank, Global TRUST BANK AND UTI-Bank also have put their electronic banking over the internet facilities in place for the upcoming e-commerce market. Certain unique attributes of the e-commerce industry in India such as cash on delivery mode of payment and direct imports that lower costs considerably are probably going to bring about a speedy growth in this industry in years to come. According to the latest research (The report, titled “Asia Pacific Online Retail Forecast, 2011 To 2016,”) by Forrester, a leading global research and advisory firm, the e-commerce market in India is improving between 2012-16. The report revealed that ecommerce revenue in India will increase by more than five times by 2016, jumping from US$1.6 billion in 2012 to US$8.8 billion in 2016 (Table-2). While US$8.8 billion is still less than other countries in Asia Pacific, such as China and Japan, India’s CAGR is much higher than any other country that Forrester forecasts in the region.

E-COMMERCE REVENUE

E-commerce in India to explode in 2012, Indian e-shoppers will have a good time getting great deals and services online. A recent pan-India report released by Com Score Inc reveals that online shopping in India has touched a growth rate of 18 per cent and is only likely to grow further. The report found that nearly 60 per cent of citizens in India visited a retail site in November 2011, with the number of online shoppers increasing by 18 per cent in the past year. E-commerce can become an integral part of sales strategy while it is one of the cheapest medium to reach out the new markets, if implemented successfully, it offer a smart way of expansion & doing e-commerce attribute to the successful implementation to carefully understanding the products & services, customers and the business process, easy-to-use system to extend the business on the web. A new report by the Boston Consulting Group says online retail in India could be a $84-billion industry by 2016 — more than 10 times its worth in 2010 — and will account for 4.5 per cent of total retail. The e-commerce platforms maximize its reach to the potential customers and provide them with a convenient, satisfying & secure shopping experience.

Barriers of E-Commerce in India Some of the infrastructural barriers responsible for slow growth of ecommerce in India are as follows. Some of these even present new business opportunities. A. Payment Collection: When get paid by net banking one has to end up giving a significant share of revenue (4% or more) even with a business of thin margin. Fraudulent charges, charge backs etc, all become merchant's responsibility and hence to be accounted for in the business model. B. Logistics: You have to deliver the product, safe and secure, in the hands of the right guy in right time frame. Regular post doesn't offer an acceptable service level; couriers have high charges and limited reach. Initially, you
might have to take insurance for high value shipped articles increasing the cost. C. Vendor Management: However advanced system may be, vendor will have to come down and deal in an inefficient system for inventory management. This will slow down drastically. Most of them won’t carry any digital data for their products. No nice looking photographs, no digital data sheet, no mechanism to check for daily prices, availability to keep your site updated. D. Taxation: Octroi, entry tax, VAT and lots of state specific forms which accompany them. This can be confusing at times with lots of exceptions and special rules. E. Limited internet access among customers and SMEs. F. Poor telecom and infrastructure for reliable connectivity. G. Multiple gaps in the current legal and regulatory framework. H. Multiple issues of trust and lack of payment gateways: privacy of personal and business data connected over the internet not assured; security and confidentiality of data not in place.

VII. EXPERTS VIEW ABOUT FUTURE GROWTH OF E-COMMERCE IN INDIA


Internet on mobile phones and e-commerce are set to lead the trend in the IT sector, Google India MD Rajan Anandan said June 2012.

Speaking at the 13th annual Confluence at the Indian Institute of Management, Ahmedabad (IIM-A) here, Anandan identified trends such as mobile internet, social networking, e-commerce and internet video as being the most important trends for any technology company to take advantage of.

"We have seen 80-90 per cent growth in traffic month-on-month over the last three quarters. We have been gradually increasing the pace of hiring and over the next six months, we will add about 500 people," Snapdeal Chief Executive Director Kunal Behl said.

"With the growing e-commerce industry in the country and major international players entering the market, the number of job offers would certainly look up," e-commerce firm Homeshop18.com CEO and founder Sundeep Malhotra said. The online retail segment is expected to report strong growth in the coming years owing to growing Internet consumer base thanks to increasing use of smartphones, laptops/PCs and availability of Internet in the remotest part of the country.

"e-commerce space is a booming space as Internet audience are likely to double in the next two-three years and this industry will require talent from various sectors like technology, product, analytics, sourcing, general management talent, merchandising and marketing," online retailer Fashionandyou.com co-founder and CEO Pearl Uppal said.

Another e-commerce player HomeShop18.com has grown by over 70 per cent in headcount terms in 2011 over the last year and is further poised to grow by a similar percentage this year, including an augmentation of the technology team. Meanwhile, the e-commerce sector is fast hiring the best talent available in the country and this placement season saw e-commerce companies recruiting big numbers at premier institutions like the Indian Institutes of Management (IIMs) and Indian Institute of Technology (IITs).

According to a report by industry body Assocham, online retail segment is likely to be worth Rs 7,000 crore by 2015 due to rising broadband availability and increasing Internet penetration, from the Rs 2,000 crore at present. It is growing at an annual rate of 35 per cent.

VIII. CONCLUSION

The future of E-Commerce is difficult to predict. There are various segments that would grow in the future like: Travel and Tourism, electronic appliances, hardware products and apparel. There are also some essential factors which will significantly contribute to the boom of the E-Commerce industry in India i.e. replacement guarantee, M-Commerce services, location based services, multiple payment option, right content, shipment option, legal requirement of generating invoices for online transactions, quick Service, T & C should be clear & realistic, the product quality should be same as shown on the portal, dedicated 24/7 customer care centre should be there. We found various types of opportunities for retailers, wholesalers/distributors, producers and also for people. Retailers meet electronic orders and should be in touch with the consumers all the time. Wholesalers can take advantage of E-Commerce who are capable of establishing contractors with reputed producers and linking their business with the on-line. Producers can also linking themselves with on-line, by giving better information about their products to the other links in the business chain and by having a brand identity. As more people are getting linked with E-commerce, the demand for centre providing internet facility or cyber cafe is also increasing. Hence, the people who wish Several important phenomena are associated with e-commerce. E-Commerce has unleashed yet another revolution, which is changing the way businesses buy and sell products and services. New methodologies have evolved. The role of geographic distances in forming business relationships is reduced. E-Commerce is the future of shopping. With the deployment of 3G and 4G wireless communication technologies, the internet economy will continue to grow robustly. In the next 3 to 5 years, India will have 30 to 70 million internet users which will equal, if not surpass, many of the developed countries. Internet economy will then become more meaningful in India. With the rapid expansion of internet, E-commerce is set to play a very important role in the 21st century, the new opportunities that will be thrown open, will be accessible to both large corporations and small companies. The role of government is to provide a legal framework for E-Commerce so that while domestic and international trade are allowed to expand their horizons, basic rights such as privacy, intellectual property, prevention of fraud, consumer protection etc.
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