

AN EXPLORATORY STUDY OF THE GROWTH AND PROSPECTS OF E-COMMERCE IN INDIA

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ABSTRACT

The Internet emerged in the 1990s and soon affected the mankind world-wide. It has drastically changed the daily routine of the people i.e. the way people communicate by making it easy to communicate instantaneously to anybody around the world, find information, and do business today. This scenario can also be seen in the business practices. E-commerce carries business transactions through various electronic mediums like internet, mobiles, telephone, fax machines, ATMs, credit cards whereas Internet trading looks from the advertising and branding perspective, it tries to grab the attention of the customers by attractive designs and ads. At the present time, the internet has drastically changed the way that companies design their e-commerce strategies. It represents a tremendous opportunity. It gives a much wider choice to a customer of products, services and prices from different suppliers and the means to select and purchase items more readily. It gives the opportunity to the organization to expand into new markets, offers new services and to compete on a more equal footing with larger businesses. The researcher has examined e-commerce issues carefully and has reached at some conclusions. It was found that there is a positive or direct relationship between internet use time and shopping and there is a positive or direct relationship between notice of advertisements and their influence on buying decisions. It is suggested that companies have to have strategies according to both online trade and traditional trade and companies should provide authentic, accurate information of the products plus reviews. It will be beneficial and revenue fetching for them. It can be said that e-trade will never be a substitute for traditional business.

KEYWORDS: *E-Commerce, E-Trade, E-Market*