

## The Evolving Landscape of Indian E-Commerce: An Exploration of Growth Trajectories and Hurdles Ahead

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**Abstract.** This research study analyses the ever-changing characteristics of the Indian e-commerce industry, with a specific emphasis on its patterns of expansion and the obstacles it is likely to face in the future. Understanding the complex dynamics of the Indian digital economy is crucial as it experiences fast transformations driven by emerging technologies, shifting consumer behaviours, and intense competition. This research investigates the factors that promote the development of e-commerce in India and the possible obstacles to its advancement. The study seeks to provide vital insights to stakeholders, politicians, and enterprises as they navigate the ever-changing e-commerce environment in India. The focus will be on analysing market trends, understanding customer preferences, examining regulatory frameworks, and evaluating technical advancements. This study aims to assess the present and future condition of e-commerce in the Indian market by thoroughly examining chances for development and possible constraints.

**Keywords:** Indian e-commerce, Consumer behaviour, Market trends, Technological improvements, Digital economy.

### INTRODUCTION

Khan and Mahapatra (2009) emphasised that technology is crucial for improving the quality of services provided by the different departments of the firm. The Internet is widely seen as a technology that has really revolutionised civilization by bringing about an information revolution. Following the industrial and agricultural revolutions, this period is sometimes referred to as the third wave of revolution. E-Commerce represents the forefront of contemporary business. The impact of e-commerce is already evident in many areas of a firm, ranging from customer service to the development of new products. It enables the implementation of novel information-driven consumer communication and engagement procedures, such as online order processing, marketing and advertising, and customer support, among other functions. Additionally, it may save expenses in areas like as order management and communication with many suppliers and business associates, which often lead to substantial overhead expenditures for products and services, Rajiv Rastogi (2019).

E-commerce, often known as "e-business," is the use of the internet and information technology, such as Electronic Data Interchange (EDI), to perform commercial activities. E-commerce refers to the expansion of online commercial transactions. According to Debansu Chatterjee and Indrajit Ghosal (2014), e-commerce has replaced other online activities as the main activity.

### OBJECTIVES OF THE STUDY

This paper analyses the potential for electronic commerce in India. Considering previous advancements is essential as it will aid us in formulating a future plan.

1. To examine India's E-commerce industry's growing trends
2. To determine and investigate the causes of the E-commerce boom in India
3. Challenges to the E-Commerce companies in Indian Market

### **METHODOLOGY**

Secondary research was used to gather existing literature on India's e-commerce business. In order to identify emerging patterns, an analysis was conducted on the literature that was discovered. This information was used to propose future strategies for expediting the industry's expansion.

### **LITERATURE REVIEW**

It was said by Singh, Kaur, and Kalia (2018). India's e-commerce has changed over the course of two waves of events that happened one after the other. This data can help you understand this development. Fifty percent of business-to-consumer e-commerce that isn't tied to travel takes place online, and this area has a lot of room to grow. In India, the knowledge in this chapter can help businesses and researchers do well in the huge e-commerce market.

Vaithianathan says that (2010). Every business in the world has benefited from electronic commerce (EC). Countries with more developed economies, like the US and UK, have used EC, but countries with less developed economies, like India, have not. There are still a lot of Indian businesses that don't use electronic contracts (ECs), even though study shows that this is a key sign of economic growth for developing nations. This paper looks at EC in India. It does this by reviewing the study on how people use EC and making suggestions for future research.

S. Magdalena and K. S. Blazenska (2018) talked about how CEE people buy things online. Online polls were given to 454 teens and young adults from Serbia, Croatia, and Poland. The young people in this area didn't know much about the law and were more interested in their phones. Findings from research have shown that the goals and benefits of mobile apps are linked to how much they focus on online shopping. There are differences between countries in how likely people are to buy smartphones online. The differences between the countries that were studied show that online shopping was needed even in similar markets. When making plans for online and mobile marketing and sales, this is something that should be kept in mind. Tell people first what online shopping can do for them and how it can help them.

Based on the study that Ines and Jovana did that year (2018) about online shopping in Croatia. People in Croatia were asked to fill out an online poll about how they feel about shopping online. 184 people gave opinions on the goals in total. The most-bought things were clothes and shoes. People who bought things online cared more about how easy and safe the process was. The Croats like to shop online, but they have a lot of problems with the process. Customers have said that some bad things about e-commerce sites are that you can't try on clothes or shoes, shipping and payment choices are expensive, and product descriptions and photos don't match up. There was no study that looked at how often people buy things online. By looking at how often people buy things online, the researcher could figure out how people feel about shopping online.

A study by Per Kumar, N., and Karl, L. Qian (2005) looked at how people use the Internet to look for things. It didn't cost anything to search the market online. The study was done by the people who took part in it. Things that affect these measures are how much it costs to do a search, how well it works, the search engine's features, the search strategy, and the user experience. The study found that people are more likely to stay on websites that give them high-quality, detailed information that is important to their search. The participants thought the clustered search interface was better in terms of information quality, usefulness, happiness, and loyalty. The author only thought about eight topics. We're not sure if this will work or not.

In 2013, K. Vegiayan, C. Ming, and M. Harun did a study that looked into the things that make Malaysian customers buy things online. We used e-survey Creator to make online surveys and SPSS to look at the results for this project. Studies showed that the quality of the buy was the most important factor in determining how happy a customer was. Customers wanted a wide range of goods, sales, and special deals. Stores should not offer free shipping as often since it took so long. The names of A. Asif and B. Muhammad. According to Nadeem, S. (2018), there is a theoretical framework to look into how website features, service quality, social networking sites, subjective norms, perceived risk, and self-efficacy affect the link between eWOM and consumers' plans to buy. This study got first-hand information from 286 college students in China using a cross-sectional questionnaire. We used both exploratory and predictive factor analyses to check how reliable and valid the measurement model was. To test the study model's hypotheses, structural equation modelling was used. The findings showed that while the attitude of online retailers had a big effect on people's plans to buy and their electronic words, all aspects of e-commerce selling had a big effect on how people felt about online retailers. Engaging with online stores makes people more likely to buy things and spread the word electronically (eWOM).

Because Nougaraheya, Shetty, and Mandloi (2021) say so. India's cities have become very dependent on online shopping very quickly. But it's still not easy to get to towns in tiers 2 and 3. India is a great place for online shopping to grow because of its population and geography. The Indian economy is going to grow very quickly through e-commerce because COVID-19 has changed the way people behave. Companies in the E-Commerce sector need help with the supply side because they are having a hard time keeping up with online demand, both while the economy is recovering and after it. Our numbers show that we have been meeting the wants of online shoppers for a long time. People in our country have done great things in those areas, but lawmakers should focus on the supply side. We want well-focused and well-coordinated government programmes in the areas of finance, infrastructure, and policy so that e-commerce can grow in our country. In this case, the paper lists a number of important strategies. This would make us richer and bring us closer to being a financial powerhouse.

Based on what Chanana and Goele say. E-commerce doesn't have a clear future (2012). There will be growth in the travel, electronics, clothing, and hardware businesses. The Indian E-Commerce industry will benefit from a customer service centre open 24 hours a day, seven days a week, clear and reasonable terms and conditions, a replacement guarantee, M-Commerce services, location-based services, multiple payment options, the right content, shipping options, the legal requirement to make invoices for online transactions, and quick service, among other things. Merchants, distributors, wholesalers, manufacturers, and people all had chances to make money. It is the retailers' job to answer questions from customers and finish online purchases. Through ECommerce, wholesalers can connect their businesses online and link up with reliable makers to work together. Manufacturers can also talk to each other online by creating a brand identity, talking to other businesses, and giving more information about their products.

Based on Kaur and Joshi, M.M. The way businesses buy and sell things and services is changing because of e-commerce (2012). The cool thing to do is shop online. We could also say, "The future is here." The author Stephen King: It hasn't spread too far yet. New wireless technologies like 3G and 4G have made it possible for the Internet business to grow a lot. These new technologies will make online shopping more popular, and people will be able to buy more often and for bigger amounts. Online, both old and new businesses will do well. In 2015, Alibaba Group and Ant Financial gave \$680 million to One97 Communications, which is the parent company of Paytm. This made it the biggest shareholder (Aulakh, 2015). To take advantage of what Softbank calls India's "underdeveloped internet economy," the company put \$627 million into Snapdeal and \$210 million into Ola cabs. Based on Mac (2014). Tiger Global Management, which is based in New York, gave money to MakeMyTrip, Flipkart, Myntra, and Quikr. The funds have made things better for both big and small businesses and given them more chances to grow. It's getting harder to tell the difference between online shopping and other types of business because so many people do it and because local startups are doing well competing with huge international companies. If you believe Ray (2011), then During the dotcom boom, many businesses found out the hard way that it's hard to run an online presence. Without a doubt, the Internet's ability to connect people all over the world may help trade and the business around the world. There are pros and cons to everything, and doing business online has its fair share of risks and legal issues. The law has let out a gasp because of how quickly e-commerce has grown. The legal system is changing old laws to fit new cases when it's not clear how they should be interpreted. This is similar to how e-commerce companies need to set up new rules and procedures. In spite of this lack of clarity in the law, India is still one of only a few countries that have laws that regulate online trade. But more needs to be done to handle the complicated web. Risk management that works and the right formal paperwork can protect online businesses from harm. Even though the Internet has a lot of useful knowledge, it could become dangerous if there aren't enough legal protections. But as the internet grows, e-commerce will become very popular in the next hundred years, giving businesses of all sizes chances to make money.

So says S. Chatterjee (2015), the quick rise of e-commerce has set the stage for how businesses will work in the future. India is a growing country with a lot of people who use the internet. E-commerce is likely to grow there. In India, cultural and social norms have changed the way online shopping has grown in a way that wasn't expected. It has grown in different ways than e-commerce businesses in different markets and countries. This piece has tried to give an honest and complete look at the current state of E-Commerce in India and its expected cultural growth by looking in depth at its problems and making suggestions for how to make it healthier.

According to K. Das and A. Ara (2015), companies that want to grow need to spend money on things like branding, marketing, customer service, logistics (including reverse logistics), and managing the supply chain. Two of the most important things to know about data protection are privacy and confidentiality. A business must have a great website and great customer service if it wants to keep its customers. Web pages that are turned into local languages can help a company get more customers and better meet their needs. The growth of e-commerce in India will be caused by both domestic and international funding. The e-commerce business will face problems as it grows, but there will also be chances for it to expand as more people use the internet and technology improves. Singh, S., and Khosla, M. The study also talked about trends and factors that could help India's e-commerce business. Traditional businesses should work with e-commerce and m-commerce to stay in business in the long run. When businesses in person and online work together, they will be more stable and efficient. On the future are mergers and acquisitions, niche businesses, and other ways to grow that don't come from organic growth. Service delivery and online marketing must be top priorities for companies that want to get new customers and keep the ones they already have. To make the most of the chances that come with mobile phones being widely used in rural areas, we need more people to connect to mobile networks, better infrastructure for mobile apps, material written in local languages, and last-mile connectivity.

Rina's 2016 paper "Challenges and Future Scope of Ecommerce in India" looks at the scope and depth of online trade in India, as well as its many uses. In their 2002 article "E-commerce and its impact on operations management," Gunasekaran, Marri, McGaughey, and Nebhwani explain what e-commerce is and how it has spread to all parts of businesses. Electronic data exchange (EDI) and email were some of the first internet applications that had a big impact on manufacturing, marketing, purchasing, design, production, sales and distribution, warehousing, and human resource management. Internet-based technology has helped businesses in many ways. For example, it has shortened the time it takes to develop, acquire, and buy things. It has also improved customer relationships by making it easier to communicate and stay in touch. Finally, it has sped up communication.

Ashish Pandey and Dr. Avjeet Kaur (2018) say that one of the many benefits of rural retail marketing is that it cuts down on the costs of advertising, promoting companies, media costs, distribution, running shops, branding, and handling. This article talks about the future of retail marketing in rural areas in India and other countries. It also talks about the rural market in India and methods used in other countries. There are big companies and small shops in developing countries, as well as shops in the Delhi-National Capital Region, which are studied in this study. It looks at how rural retail marketing can help all of them.

### CONCEPT & HISTORY OF E-COMMERCE

The term "e-commerce," addressed to a wide variety of online marketplaces where you can buy goods and services. For additional details, check out "any form of business transaction in which the participants communicate electronically as opposed to directly through transactions or human contact." The following is an additional, more detailed justification: People can conduct business with digital information processing technologies and electronic communications. Our industry is known as e-commerce. The purpose of this move is to strengthen existing ties between companies and individuals and to forge new ones between companies and other institutions.

In 1971 or 1972, the ARPANET set up a sale of marijuana between students at the Massachusetts Institute of Technology and the Stanford Artificial Intelligence Laboratory. This was the start of e-commerce. Michael Aldrich showed off the first online shopping system in 1979. Thomson Holidays UK came next in 1981. In 1982, Minitel was made available all over France. The first meeting on "electronic commerce" was held by the California State Assembly in Volcano, California, in 1983. In 1984, California passed the Electronic Commerce Act. Karen Earle Lile and Kendall Ross Bean started an e-commerce service in the San Francisco Bay Area in 1984. They used a database to connect people who wanted to buy or sell pianos with each other. It was 1984 when CompuServe opened the Electronic Mall in the US and Canada. And it was 1989 when Sequoia Data Corp. started Comp Market, which was the first internet-based system for online shopping. In 1995, several stores took part in the UK's first national online shopping service secure transaction. Jeff Bezos started Amazon in 1995, and Pierre Omidyar started eBay as Auction Web. Alibaba Group was founded in China in 1999. In 2014, it was expected that e-commerce and online retail sales in the US would hit \$294 billion. Global e-commerce sales reached \$29.267 trillion in 2017. Of this amount, \$25.516 trillion came from business-to-business sales and \$3.851 trillion came from sales to consumers. The Indian government launched the BHIM UPI digital payment system in 2020. Since then, 2 billion digital payments have been made.

### E-commerce in India

There are studies that indicate that the sector that is expanding at the quickest rate in India is the e-commerce company, which allegedly reached USD 38.5 billion in 2017. Taking into account the current development patterns, India will surpass the United States to become the second-largest global e-commerce industry by the year 2034. Figure 1 illustrates the projected expansion of the e-commerce industry, which is expected to increase from 38.5 billion USD to 200 billion USD by the year 2026 (IBEF, 2020).

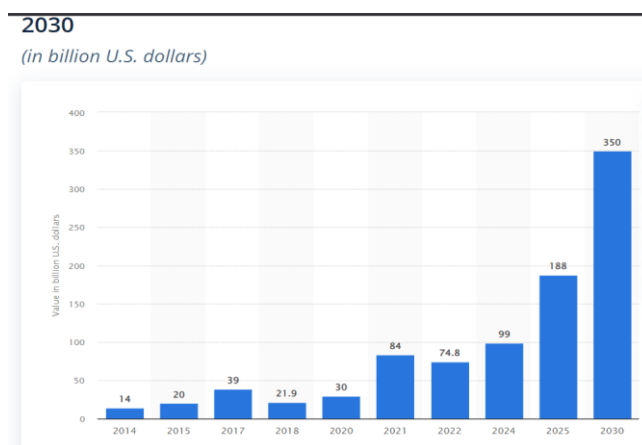


Figure 1. Growth of E-commerce in India

Source: (Image taken from IBEF, 2020)

The notion of electronic commerce has gained widespread recognition in Indian culture and has been deeply ingrained in a variety of facets of our day-to-day activities. Websites provide a diverse selection of products and services to its users. In addition, there are businesses that provide a particular product in conjunction with the services that are associated with selling that product. The daily flood of persons into this market is expanding, and as the growth rate approaches its maximum, it is likely that traditional shops will ultimately be forced to migrate to online commerce. This likelihood is increasing as the growth rate approaches its maximum. Debansu Chatterjee and Indrajit Ghosal (2014) state that the concept

of boosting quality of life, extending possibilities for items, decreasing costs, and the prevalence of busy lifestyles all create chances for discounted online gift certificates. This fact is further emphasised by the understanding that these factors all provide opportunities for online gift vouchers.

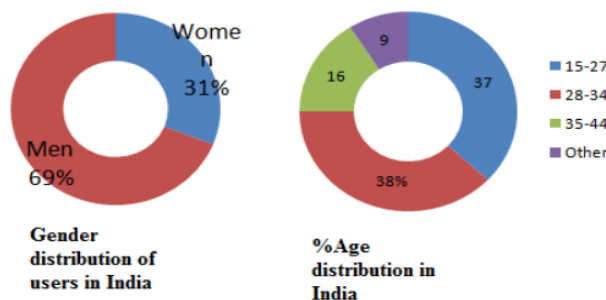


Figure 2. Gender distribution of users in India, Age distribution

Source: Statista 2015

In the future, this firm is predicted to grow rapidly because to the unique characteristics of the Indian online market. These qualities include the cash-on-delivery payment mechanism and direct imports, which greatly decrease expenses. From 2012 to 2016, the e-commerce market in India is expected to experience the greatest growth in the Asia-Pacific region, according to a recent report by the prestigious global research and consultancy firm Forrester. A CAGR (compound annual growth rate) of more than 57% is predicted for the expansion. Analysis and projections for the Asia-Pacific e-commerce market from 2011 to 2016. Forrester Research Inc. analyst Zia Daniell Wigder, together with colleagues Steven Noble, Vikram Sehgal, and Lily Varon, made this information public.

#### KEY FACTORS DRIVING E - COMMERCE SUCCESS IN INDIA

**Rise in Digital literacy:** Many major international companies have poured resources into India's booming e-commerce sector, capitalising on the country's rising digital literacy rate. Furthermore, in 2018, more than 120 million people will purchase online, and by 2020, that figure might increase to 175 million. Despite millennials controlling the e-commerce industry, a sizeable percentage of older clientele shopped online in 2018. (IBEF, 2020). The enormous amount of data produced, sent, and updated every day provides strong proof of a meteoric rise in the online presence of Indian consumers.

**Multiple Government Initiatives:** By 2025, the Indian government hopes to have built an internet sector worth \$1 trillion. Here is a rundown of some of the government's most noteworthy programmes that have encouraged the fast expansion of online shopping around the country.

**Government e-marketplace (GeM):** In October 2019, the Indian government and the Union Bank of India entered into a Memorandum of Understanding (MoU) with the aim of creating a payment system that is characterised by transparency, cashlessness, and the elimination of paper use.

**Bharat Net and Digital India:** To achieve its goal of providing internet connection to 1,50,000 gramme panchayats, the BharatNet Project received a budget of Rs 8,000 crore (US\$1.24 billion) in the Union Budget for 2020-21. Enrollment of 250,000 gramme panchayats is targeted for March 2020 under the project. As part of its plan to link half a million people living in rural areas to the internet, the government set up half a million Wi-Fi hotspots. The government's Start-up India Portal, Udaan, and Umang are just a few of the several initiatives that were launched as part of the Digital India agenda. Bharat Interface for Money (BHIM) is a simplified mobile platform for electronic payments that the government has introduced.

**E-commerce draft policy and favourable FDI norms:** The Indian government wants to make a national e-commerce policy that encourages direct foreign investment in the way that online markets work. New rules on FDI in e-commerce now let the marketplace model of online shopping get 100% FDI through an automatic process (Department of Industrial Policy and Promotion, 2018).

**Investment:** It is without a doubt the case that the digital economy in India is increasing at the quickest rate, which is drawing investment from outside. More than 13,338 million dollars in capital has been obtained by the e-commerce industry over 904 different fundraising rounds since 2009. As a result of the growing spending in the e-commerce sector, more and more businesses are venturing into the market since 2009. The year 2015 saw the launch of no less than 1,650 new online marketplaces. About 4,757 new e-commerce businesses have recently launched in India. The Indian e-commerce sector has signed contracts for USD 7 billion by the end of 2018; at the end of 2017, the industry had concluded 21 deals totaling USD 2.1 billion in private equity and venture capital.

Foreign direct investment (FDI) inflows grew because of policies that were favourable to FDI. The growth of e-commerce may be attributed to the encouragement of important industry players as well as the domestic investment that has been made (IBEF, 2020).

**Internet content in local languages:** The diversity of dialects and languages worldwide, with over 720 dialects and 22 main languages, each with distinct writing systems, underscores the importance of the language used in online content for consumer attraction. Including local language material on websites, portals, and pages is crucial due to the many linguistic groups who use them. Every prominent e-commerce platform considered this aspect. Flipkart purchased a startup in August 2018 that specialises in using artificial intelligence to transcribe voice into text in 10 different Indian languages (Sen, 2018). The majority of governmental and private sites now provide information in local languages. As a result, there has been a rise in consumer demand across various locations, including small towns and cities (Hidden, 2016). According to Hidden (2016), over 50% of e-commerce sales were conducted in Tier II cities like as Asansol, Ludhiana, Rajkot, and Dhanbad.

**E-Transactions:** As India rapidly progresses towards a society with little use of physical currency, digitising transactions is the most suitable solution. India has been steadily increasing the use of cashless transactions since 2010. However, during the period of Demonetization, when the nation had a shortage of money, there was a sudden and significant increase in cashless transactions (Gaurav Shetty, Shrey Nougaraheya, and Dheeraj Mandloi, 2021).

### **CHALLENGES IN E-COMMERCE IN INDIA**

Many concerns need to be addressed by e-commerce businesses.

1. Enhancing the logistics infrastructure and service standards of the e-commerce sector in response to the anticipated increase in warehousing demand due to the growth of e-commerce activities. Reverse logistics is a problem that arises in cross-border e-commerce.
2. With the shift of e-commerce to mobile platforms, it is crucial to address concerns around security, privacy breaches, and challenges related to fraudulent transactions.
3. Guidelines for taxation and pricing applicable to both domestic and foreign enterprises. Ongoing negotiations between the government and proficient ecommerce firms should be held to address the issues presented by tax evasion, foreign direct investment (FDI), and commercial legal loopholes.
4. Customers exhibit hesitancy in engaging in online purchases due to concerns over the security of credit and debit card use. Thus, the costliest and riskiest payment option is cash on delivery.
5. Businesses need to adapt to the transition from laptop to mobile technology. They are required to provide services, fast internet surfing, sales via several channels, and help after the purchase. In order to enhance the mobile user experience, it should also be feasible to access online reviews, videos, return policies, and product comparisons. The authors of this work are Dr. Kishore Kumar Das and Affreen Ara, and the publication year is 2015.

### **INDIA'S PROSPECTS IN E-COMMERCE**

**1. Opportunity for Retailers:** Through the process of incorporating its firm with internet distribution, a retailer may ensure its continued existence. Through this approach, firms may effectively meet electronic orders, maintain continuous communication with clients, and provide them an extensive range of information on various products. Consequently, e-commerce has significant promise.

**2. Opportunity for Distributors / Wholesalers:** Wholesalers face the highest danger of becoming extinct in the age of internet commerce since manufacturers may simply bypass them and directly sell to merchants and consumers. When this happens, wholesalers that can establish agreements with reputable manufacturers and integrate their businesses into the internet marketplace might gain advantages from e-commerce.

**3. Opportunity for Producers:** Producers may get advantages from e-commerce by establishing online connections, providing more product information to other parts in the supply chain, and cultivating a strong brand identity.

**4. Opportunity for Individuals:** As the number of persons participating in online commerce grows, there is a growing need for internet service providers and cyber cafés. Hence, those aspiring to gain financial advantage might establish an internet-based retail platform and use its advantages (Nisha Chanana and Sangeeta Goele, 2016).

### **FUTURE OF E-COMMERCE IN INDIA**

Fabmart.com, India's first e-commerce platform was created in 1999 by K Vaitheeswaran at a period when internet use in the country was not widespread (Anand & Pillai, 2015). This statement is no longer accurate, since the internet is now widely available in rural areas of India. With the rising number of people in India gaining internet access, the growth of the country's e-commerce business is promising as penetration rates continue to rise consistently.

E-commerce is expected to see growth in nine significant growing areas compared to mature countries. The markets referred to include Russia, China, South Africa, Saudi Arabia, Mexico, Turkey, Indonesia, and India, as stated by Credit Suisse in 2015. Presently, e-commerce constitutes a meagre proportion of India's \$0.7 trillion retail industry (Jha, 2020). The industry's structural issues, which hindered its nationwide expansion, are progressively being resolved. COVID-19 compelled some individuals who previously depended on conventional retail to adopt internet commerce, including in matters related to policy. The anticipated outcome is that the modified consumer behaviour will last beyond the COVID-19 pandemic. India's e-commerce business is seeing rapid growth due to changes in consumer behaviour and structural developments.

As a result of the COVID-19 pandemic and subsequent lockdown measures, several large retail companies that formerly operated primarily in physical stores and were reluctant to embrace online purchasing are now compelled to transition to e-commerce. Recently, Berger Paints, a renowned Indian paint producer, introduced Berger Visualizer, a new online purchasing application. According to these firms, there has been a substantial growth in the number of merchants using the services of Amazon and other e-commerce platforms. Amazon reported an increase of over 50,000 new merchants joining its marketplace between mid-January and mid-April 2020, compared to the same period in 2019. (Peermohamed, 2020).

### **RESULT & DISCUSSION**

To make informed purchases, consumers need clear information. Vendors and intermediaries shall follow the Personal Information Protection and Electronic Documents International Model Code for Privacy. Payment and personal information should be secure, and customers should transact wisely. Redress for transaction issues should be fair, fast, effective, and cheap. Consumers should be safeguarded from excessive transaction payments.

Business, government, and consumer groups should educate consumers about secure electronic transactions. Innovative consumer protection legislation and standards are needed to protect e-commerce consumers and encourage the industry. Consumer rights should include the ability to reflect before signing a contract, withdrawal rights, suppliers' right to reimbursement, prohibition on "inertia selling," and distance communication restrictions. To improve client satisfaction, complaints and redressal procedures should be changed. Fast-track consumer grievance redressal courts and severe punishment terms for deceiving firms are needed. IRDA and RBI should Investigate e-commerce complaints and punish violators.

E-commerce marketplaces should actively resolve counterfeit goods and service issues, and regulated laws should recognise the liabilities and responsibilities of parties participating in e-commerce transactions. To combat cybercrime, pass the Personal Data Protection Bill, 2022 and create a National Cybercrime Policy.

### **CONCLUSION & FUTURE WORK**

Predicting the future of E-commerce is challenging. Several sectors, such as apparel, technology, hardware, travel, and tourism, are expected to have significant expansion in the next years. Longer warranties that cover more replacements, mobile commerce, location-based services, multiple payment options, relevant content, shipping options, the need to create invoices for online transactions, fast service, terms and conditions that are clear and useful, product quality that matches website images, and a customer service centre open 24 hours a day, seven days a week are some of the main things that will help India's e-commerce industry grow.

We have identified several prospects for manufacturers, retailers, wholesalers/distributors, and entrepreneurs to engage in commercial activities. It is essential for retailers to promptly handle electronic orders and establish ongoing communication with their customers. Wholesalers that establish alliances with trustworthy manufacturers and integrate their businesses with the internet might reap advantages from e-commerce. Producers may develop a relationship with clients online by offering more information about their goods to other parts in the supply chain and by building a strong brand identity. The demand for venues offering internet access or cyber cafes is increasing due to the rising number of persons involved in online commerce. Therefore, those that engage in e-commerce encounter many noteworthy occurrences. E-commerce is causing a significant revolution that is altering the methods firms use to get and distribute items and services. There have been recent advancements. Due to the implementation of 5G wireless communication technology and affordable internet prices, the internet economy is poised to see significant growth. This further enhances the favourable influence on E-Commerce.

Travel, tourism, electronics, gear, and clothing are just some of the areas where e-commerce is likely to grow. Some important parts of India's e-commerce business are the substitution guarantee, m-commerce companies, zone-based companies, and things like price, quantity, shipping, and legal requirements. It will be hard for retailers, wholesalers, and makers to get around in the digital world because they need to keep up with customers and build their brands. People are becoming more interested in online businesses and job possibilities as e-business grows. But there are big problems with putting state rules and international agreements into action when it comes to things like protecting privacy and collecting taxes. The Indian government needs to figure out how to deal with these problems and make sure that everyone is on the same page. E-commerce can only move forward if businesses come up with new ideas and the government passes laws that protect private information, keep people's trust, and keep online transactions safe.

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