

# **Changing Pattern of E- Commerce in India after Globalisation**

**Dr. Mohd Shoeb**

## **ABSTRACT**

Many causes contribute to change, but the "E-business" concept, in particular, has ushered in significant changes in today's commercial climate. The term "e-business" refers to more than just the purchasing and selling of goods via the internet; it has a much larger role to play in the development of the Industrial Revolution. The researcher provides a detailed analysis of how the e-business concept impacted the corporate environment and how the Indian economy system benefited greatly. The study's major goal is to figure out how to raise awareness among small and medium-sized businesses so that the change that is beginning to emerge will lead to greater success in our country's future years. As the industry demands, the growth of e-commerce trends is growing more popular day by day. This is actually leading us to a new revolutionary world that saves us a lot of time and money thanks to the appealing characteristics offered by the online market. This paper provides an overview of the uses and future of e-commerce, as well as a discussion of the numerous elements that are vital for E-commerce growth in India. According to the current circumstances, we can anticipate an increase in overall E-commerce as India's growing market grows. This report is the result of a review of a number of E-Commerce-related research projects.

**KEYWORDS:** E-business, Industrial Revolution, E-commerce, Economy

## **1.1 INTRODUCTION**

Electronic business, often known as e-business, is the use of information and communication technology (ICT) to assist all company processes. Commerce refers to the exchange of goods and services between firms, groups, and individuals, and is one of the most important aspects of any company. It is a means through which all of a company's activities are managed online. The phrase "e-business" encompasses a wide range of activities. It not only deals with the purchasing and selling of commodities, but also with the business's strategy framing analysis. To cope with e-business work, various application-based software is in use.

### **1.1.1 E-commerce concept**

E-commerce is the process of purchasing, trading, or transferring products, information, or services over a computer network, such as the internet.

E-commerce is a subcategory of the phrase e-business. E-business involves not just the buying and selling of goods, but also the formulation of business strategy. Buying and selling transactions are particularly common in e-commerce. It has been observed that the e-commerce business has grown tremendously over time and continues to do so.

## **1.2 SCOPE OF THE RESEARCH**

After doing an initial market assessment, the researcher discovered that the company that has integrated e-business as mentioned in this chapter has enormous potential. The researcher's hypothesis is supported by the initial survey in the following way. In the Indian market scenario, e-business activities are required; demand from the market is constantly changing, and to satisfy all requirements, technology support is required to balance the overall business horizon. In India, there are many small-scale industries with limited market access. The implementation of e-business will greatly benefit such businesses. Since 2005, the internet's reach to the general public has increased by a factor of ten. Companies have begun to realise that by implementing e-business, they would be able to reach a greater spectrum of clients. As a result, businesses are gradually transitioning from a brick-and-mortar to a brick-and-click system. With the introduction of e-business, the range of clients and business fields expanded. As a result, businesses began to examine their business strategies in order to cater to a larger market. They improved their processes across the board, from material management to production and logistics. The majority of businesses that have already incorporated e-business have experienced

exponential development. They've learned that more money and effort will be required to get the full benefits of e-business. Companies that have already implemented e-business have witnessed a significant increase in revenue. The number of personnel employed by these businesses has expanded in tandem with the increase in demand. Employees have also found it easier to execute their jobs as a result of the implementation of current technologies. When a corporation sells directly to the customer, profit margins grow, and a portion of that profit is passed on to staff in the form of wage increases, incentives, and increased business.

### **1.3 REVIEW OF LITERATURE**

**Abdul Halim, Md. (2022).** The purpose of this study is to evaluate how COVID-19 is changing consumer behavior and how it is changing e-commerce trends. This study has been conducted through a qualitative approach. The Coronavirus changed worldwide patterns intensively. These differences are caused by the high levels of accidental and secondary funding that this virus reflects. This study showed how e-commerce has grown due to the coronavirus. As individuals deal with their new living conditions, they have changed their shopping behavior to meet their requirements. The COVID-19 pandemic significantly affects many aspects of life, including how individuals deal with their needs and not their needs. The behavior of people, the nature of businesses, and the manner of life have changed. It spreads fears among individuals that they should avoid interacting with. The effect of Coronavirus has transformed the nature of business in the entire e-commerce globe. In particular, COVID-19 has a substantial influence on global e-commerce and in certain cases, has negative consequences, although generally, e-commerce is quickly increasing because of coronaviruses. Moreover, e-commerce businesses confront various problems, including extended delivery times, movement control challenges, social distance, and lock-up or lock-down. The shipping and supply processes are now rather sluggish, yet people are still buying since they do not have any other option. Thus, people move to technology because of coronaviruses. This study has shown the trend of e-commerce in recent times and also shows how consumers tend to adopt e-commerce. There is no such issue in the previous literature. This study fills in the gaps on these issues and also helps to improve the global economy.

**Pallivalappil, Abdul & N., Jagadeesha. (2021).** E-commerce is the online exchange of products and services. In this article, we discuss the elements those are propelling India's digital commerce market forward and the E-commerce industry's expansion and the various sectors of E-commerce in the country. International investors are supporting the E-commerce industry since it is one among the fastest growing industries and offers a large scope for investment due to the Indian market size. Additionally, it discusses the problems and potential associated with E-commerce in India within the context of the global marketplace. E-commerce is among the fastest expanding industries, with India offering tremendous investment opportunities. Since last year, there has been a dramatic increase in investment, but more is predicted in the years ahead. Rapid rise in mobile and internet users has aided the expansion of E-commerce businesses in urban and rural areas alike.

**Sharma, Komal. (2020).** Covid-19 is affecting many e-commerce businesses. Covid-19 crisis is likely to have long lasting effects on e-commerce. E-commerce is a business model that lets firms and individuals buy and sell products and services over the internet. Today 40% of internet usage made for online purchase. According to IBM'S report covid-19 pandemic pushed the industry ahead by around five years. Moreover, after the covid-19, social distancing and staying home is further expected to push the consumers towards online shopping. This study examines the growth of e-commerce due to covid-19 pandemic and also find that e-commerce became substitute source of traditional marketing or not with the help of secondary data taken from authorized websites. The popularity of e-commerce increase after the advent of covid-19 pandemic is 17% and expected to rise further. sectors such as electronics, fashion and accessories, health and pharma and FMCG did particularly well, with an average growth of 133% in sales.

**Malhotra, Pooja. (2016).** The role of Information Technology (IT) is indispensable in making the Indian economy globalised. Globalization has turned the whole world into a single market. Marketers have optimally utilized IT particularly internet and mobile applications to make their business global. The present paper is a descriptive paper analyzing the emerging trends and issues in IT particularly ecommerce sector in India in the wake of globalised economy. It tries to explore the challenges in the growth and development of this emerging sector and also suggest the ways to manage these challenges.

**Totonchi, Jalil & Kakamanshadi, Gholamreza. (2011).** This paper focuses on the relationship between globalization and the adoption of a particular set of ICTs, namely the Internet and electronic commerce, at the firm level. The goal is to move beyond general arguments about these megatrends and to look at their actual dynamics in the operations of business establishments. This paper examines the impacts of globalization on commerce and firm performance as the process of globalization has preceded the adoption of the Internet and e-commerce in time. The findings show that Globalization has differential effects on business to business and business to customer e-commerce, however highly global firms are more likely to do business to business but less likely to do business to customer. The findings imply that e-commerce will reinforce existing international

competitive advantages rather than leveling the playing field and enabling local firms to compete with global firms in international markets. In fact local firms may have valuable resources that put them at a competitive advantage in their home markets.

#### 1.4 OBJECTIVES OF THE RESEARCH

- 1) To identify the need for e-business in India
- 2) To Study the growth of the e-business model based companies in India.

#### 1.5 RESEARCH METHODOLOGY

The researcher will proceed with her project as follows:

- Have one-on-one conversations with senior executives in companies to learn about their perspectives on the impact of e-business in their industry.
- Create and distribute questionnaires to various organisations.

Methodology of the proposed research work will include two types of data collection, namely Primary data collection and secondary data collection.

##### 1.5.1 PRIMARY DATA COLLECTION

The researcher's major emphasis during primary data collection has been to acquire primary data from companies based in India. The sample study has included 30 businesses from the following industries. The researcher has chosen three key departments from each of the 30 companies: HR, marketing, and other administrative employees. From each of these departments, the researcher has selected 30 respondents, totaling 90 respondents from each organisation.

##### 1.5.2 SECONDARY DATA COLLECTION

Newspapers, magazines, journals, reference books, and websites has been used to gather secondary data.

##### 1.5.3 DATA ANALYSIS AND INTERPRETATION

This component focuses on the examination of data obtained from various sectors pertaining to the company's turnover and size, whether large, medium, or small, which was critical in understanding how each segment responds to the set of questions. The characteristics of respondents were described in terms of title, years in the industry, years in which e-commerce has been implemented, awareness of the e-business concept, and understanding of why companies chose to go with the e-business concept.

**TABLE-1.1 : DISTRIBUTION ON THE BASIS OF GENDER**

		Frequency	Percent	Valid Percent
Valid	Male	1990	79	79
	Female	530	21	21
	Total	2520	100	100

As shown in the table, males account for 79% of the population while females account for 21%. The male population makes up the majority of the sample size population. And only a small percentage of the population is female. As a result, the male population responded more.

**TABLE-1.2: DISTRIBUTION ON THE BASIS OF VARIOUS SECTORS**

		Frequency	Percent	Valid Percent
Valid	Retail Sector	970	38.5	38.6
	Banking Services	510	20.2	20.3
	Tours and Travel Industry	520	20.6	20.7
	Hotels	460	18.3	18.3
Others				
Total				

	Total	50	2	2
		2510	99.6	100
		10	0.4	
		2520	100	

As shown in the table, the percentage of respondents varies by sector, with 38.5 percent in the retail sector, 20.2 percent in the banking sector, 20.6 percent in tours and travels, 18.3 percent in hotels, and 2 percent in other sectors.

**TABLE-1.3: E-BUSINESS MODEL IS ONE OF THE MAJOR DRIVER IN CREATING CHANGE IN TODAY'S BUSINESS ENVIRONMENT**

Crosstab								
		Sector					Total	
		1 RetailSector	2 Banking Services	3 Toursand Travel Industry	4 Hotels	5 Others		
Do you feel that e-businessmodel isone of the major driver in creating change in Today's businessworld?	1 Yes	Count	730	460	470	380	30	2070
		% within Sector	76.00%	93.90%	90.40%	82.60%	60.00%	83.50%
	2 No	Count	70	10	10	40	0	130
		% within Sector	7.30%	2.00%	1.90%	8.70%	0.00%	5.20%
	3 Can'tsay	Count	160	20	40	40	20	280
		% within Sector	16.70%	4.10%	7.70%	8.70%	40.00%	11.30%
Total		Count	960	490	520	460	50	2480
		% within Sector	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

**TABLE-1.4: Values**

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.265 <sup>a</sup>	8	0.054
Likelihood Ratio	14.997	8	0.059
Linear-by-LinearAssociation	0.859	1	0.354
N of Valid Cases	2480		

The results show that e-business is one of the key drivers of change in today's corporate environment, with favourable responses coming from all industries. The retail industry gave a good answer of roughly 730 (76 percent), while financial services were extremely enthusiastic about the e-business approach, with a positive response count of 460. (93.90 percent ). The tour and travel business, as well as the hotel industry, were both quite positive, with positive replies of 470 (90.4 percent) and 380 (82.60 percent) respectively.

## **1.6 CONCLUSION**

Although the future of e-commerce is difficult to forecast, the business is currently growing at a rapid pace. M-Commerce services, multiple payment options, replacement guarantee, location based services, shipment options, and quick services are some of the essential factors that will contribute to the growth of the e-commerce industry in India. Terms and Conditions should be clear, and product quality should be the same as displayed on the sites. By 2020-21, the overall number of internet users is predicted to reach 370-400 million. According to the findings of the study and the opinions of experts, the future of e-commerce in India would be quite bright if all necessary conditions are in place.

Artificial Intelligence (AI) and Automation Technologies are hot topics in today's world. This is due to the fact that automation allows all tasks to be completed swiftly and efficiently. As the globe moves toward a hi-tech society, researchers were compelled to assess how Indian businesses are preparing for this shift. After conducting preliminary study, it was discovered that the Small Scale and Medium Scale industries had a lot of work ahead of them in order to fulfil future demands.

After much discussion and advice from the Guide, the researcher chose to pursue this issue for research and named it "Changing pattern of E- commerce in India after Globalisation"

The researcher not only studied and analysed many articles written by many scholars, but also visited many industries ranging from Small Scale Industries to Large Scale Industries and interviewed various middle level to senior level managers with a set of questions in order to understand the steps taken by various companies towards E-business, as well as the problems faced, failures in some cases, and successes in others.

## **1.7 FUTURE SCOPE OF RESEARCH**

While conducting primary research in the banking sector, the researcher stumbled across a new notion in the market called as Green IT. With the global warming issue at the forefront in all countries, the GREEN IT idea is a must-have. Although, in recent years, sectors such as banking have begun to work along these lines by implementing paperless banking, no deposit slips, cashless transactions, and the use of environmentally and power-friendly equipment in their ATM facilities, among other things. According to one study, information, communication, and technology (ICT) emits 2% of global carbon dioxide emissions, which is similar to the aviation industry. Some of the largest banks have recognised that this will become a serious worry at some point in the future, and have begun research into GREEN IT. According to the researcher, the GREEN IT concept will be an important feature in future e-business studies. As a result, the GREEN IT concept is one that should be investigated more in the future.

## **REFERENCES**

- [1]. Pallivalappil, Abdul & N., Jagadeesha. (2021). India's E-Commerce Industry's Growth and Projected Breakthroughs. 2581-6942. 10.5281/zenodo.5773741.
- [2]. Sharma, Komal. (2020). A SURGE IN E-COMMERCE MARKET IN INDIA AFTER COVID-19 PANDEMIC. 3. 54-57.
- [3]. Malhotra, Pooja. (2016). Globalization and E-Commerce in India: Issues and Challenges. SSRN Electronic Journal. 10.2139/ssrn.2759762.
- [4]. Totonchi, Jalil & Kakamanshadi, Gholamreza. (2011). Globalization and E-Commerce.
- [5]. Abdul Halim, Md. (2022). The Impact of E-commerce on Consumer Purchasing Behavior for the Coronavirus Disease (COVID-19). Journal of Sustainable Business and Economics. 5. 10.30564/jsbe.v5i1.4283.
- [6]. Aggarwal K.K., (2013), "Impact of Organized retail on unorganized retail In India", vol.no.4(12), pg.no.1-3, International Journal Of Research in Commerce and Management.
- [7]. Ahmed Irfan , Akmal Shahzad Qadri, Rana Khurram, Shahzad and Bashir Ahmed Khilji(2011),Information Technology-Its impact on global management,pg.no.-1101-1106. World Applied Science Journal.
- [8]. Anni-kaisa Kahkone, Katrina Lintukangas, Veli Matti Virolainen(2013), The effect of e- business on supply chain management,vol.no.6(2),pg.no.75-84, Operations and Supply Chain Management.
- [9]. Burinskiene Aurelija (2010),Investment into e—business technologies,Vol.1,Pg.no.886-891, Economics and Management.
- [10]. Chanana Nisha , Sangeeta Goele(2012), international journal of computing and business research for future of e-commerce in India.
- [11]. Chatterjee Issan, Jom Kupper, Christian Mariager, Patrick Moore, Steve Reis. "The decade ahead: Trends that will shape the consumer goods industry". McKinsey and company.
- [12]. Chavan Jayeshree (2013),Internet banking benefits and challenges in an emerging market economy,vol.1(1),pg.no.20-24. International Journal Of Research in Business Management, Impact Journal.
- [13]. Chen Lin (2011),The impact of price, brand and online recommendations on consumer choice behavior: A conjoint analysis. Universiteit Van Amsterdam.

- [14]. Dr.Alex Addae-Korankye(2014),the impact of e-banking on customer service and profitability of banks in Ghana vol.3(1),pg.61-64. Global Journal of Commerce and Management- Perspective. Published by Global Institute Of Research and Education.
- [15]. Dr.Bimal Anjum, Rajesh Tiwari(2011),Economic and social impacts of E-commerce,vol.1(3), International Journal of Computing and computer Research.