

The Future of E-Commerce in the Global Market: An Indian Perspective

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Abstract: *The way business is conducted and the way people shop has completely changed worldwide due to e-commerce. With advancements in technology and changing consumer habits along with increasing access to the internet in developing countries, particularly in India, the future of e-commerce is bright, especially in developing countries. This paper evaluates e-commerce in the international market and assesses how India is performing as, and contributing to be an, e-commerce provider. This study, through the analysis of secondary data from existing literature, was able to identify the trends, challenges and opportunities that are influencing e-commerce. The findings show a shift towards personalization, Omni-channel experience, mobile commerce and sustainability. The paper ends by providing strategic recommendations to support sustainable growth and inclusion in the digital economy*

Keywords: internet access, digital economy, India, consumer habits, sustainable growth, & e-commerce

