

Overview on E-Commerce with Respect to Indian Context

Akshay Surkule¹ and Chandan Gupta²

Assistant Professor, B.Com, Suman Education Society's LN College, Borivali East, Mumbai, India¹

Student, B.Com, Suman Education Society's LN College, Borivali East, Mumbai, India²

Abstract: *E-commerce is a booming industry in the 21st century. E-commerce means electronic commerce. Ecommerce (Electronic commerce) refers to the purchasing and selling of goods and services, as well as the transmission of payments or data, over an electronic network, primarily the Internet. Electronic commerce (E-commerce) is a paradigm change that influences both marketers and customers. Rather, e-commerce is more than just a means of enhancing current business methods. It is leading a complete shift away from conventional corporate practises. This huge shift in business strategy is experiencing exponential growth worldwide, and India is no exception. Massive internet penetration has contributed to the expansion of e-commerce, with startups increasingly utilising this option as a differentiating business strategy. Additionally, E-Commerce has severe environmental effects. Although the model is widely employed in the current corporate environment, the alternative has not been fully investigated. The purpose of the current research is to explain the E-Commerce landscape and examine its trends. The study investigates in greater detail the essential factors for the success of E-commerce business models.*

Keywords: E-Commerce, Internet, Self-service, Technology, Internet banking

REFERENCES

- [1]. Awais Muhammad and Samin Tanzila (2012), "Advanced SWOT Analysis of E- Commerce", IJCSI International Journal of Computer science Issues, Vol 9, Issue 2, No 2, pp. 569- 574
- [2]. Blasio, G., D. (2008), "Urban-Rural Differences in Internet Usage, e-Commerce, and e- Banking: Evidence from Italy", Growth and Change, 39.2 , pp. 341-367
- [3]. Chanana Nisha and Goele Sangeeta, "Future of e-commerce in India", International Journal of Computing & Business Research, ISSN (Online): 2229-6166
- [4]. Chou, D., C. and Chou, A., Y. (2000), "The E-Commerce Revolution, A Guide to the Internet Revolution in Banking" information systems management, pp. 51-57
- [5]. D'silva, B., D'Silva, S., and Bhuptani, R., S., K. (2010), "Behavioral Aspect of Teenagers Towards Internet Banking: An empirical study", Indian journal of marketing, 40.10, pp. 44-53
- [6]. Devashis pujari (2004) "Self-service with a smile?: Self-service technology (SST) encounters among Canadian business-to-business", International Journal of Service Industry Management, Vol. 15 Iss: 2, pp. 200 - 219
- [7]. Dutta and Dutta (2009) "A Study on Customer Perception towards HDFC Limited" International Journal of Management Sciences and Business Research Volume 2, Issue 4- ISSN (2226-8235)
- [8]. Hsieh, C. (2005), "Implementing Self-Service Technology To Gain Competitive Advantages" Communications of the IIMA, 5.1, pp. 77-83
- [9]. India to surpass US with 402 million Internet by 2016: IAMAI, (2015, Nov. 20) The Indian Express. Retrieved from <http://indianexpress.com/article/technology/tech-news-technology/india-to-have-402-mn-internet-users-by-dec-2015-will-surpass-us-iamai-report/>
- [10]. India's e-commerce revenue may touch \$38 bn in 2016: ASSOCHAM, (2016, January 2), – The Indian Express. Retrieved from <http://indianexpress.com/article/technology/tech-news-technology/indias-e-commerce-revenue-may-touch-38-bn-in-2016-assochem/>
- [11]. Internet used by 3.2 billion people in 2015, (2015, May 26), BBC NEWS. Retrieved from <http://www.bbc.com/news/technology-32884867>

- [12]. Jared Moore, (2015, June 30), "5 Reasons Why Autonomous Cars Will Revolutionize Ecommerce", Blue Moon/Digital. Retrieved from <http://bluemoondigital.co/our-blog/author/jared-m/>
 - [13]. Mitra, Abhijit (2013), "e-commerce in India- a review", International journal of marketing, financial services & management research, vol.2, no. 2, pp. 126-132
 - [14]. Ozok, A.A., Oldenburger, K., and Salvendy, G. (2007), "Impact of Consistency in Customer Relationship Management on E Commerce Shopper Preferences" Journal of organizational computing and electronic commerce" 17.4, pp.283–309
 - [15]. Patrick Nelson, (2013, June 21), How 3D Printing Will Revolutionize E-Commerce, E-commerce times. Retrieved from <http://www.ecommercetimes.com/story/78298.html>
 - [16]. Pyun,C.,S., Scruggs,L.,and Nam,K. (2002), "Internet banking in the U.S., Japan and Europe", multinational business review,pp.73-81
 - [17]. Rust,R.,T., and Chung,T.,S. (2006) "Marketing Models of Service and Relationships" Marketing science,25.6, pp. 560-580
 - [18]. Singh,O.,P., and Lalwani,R.(2007), "Internet Banking-A Comparative Study on Public and Private Sector Banks in India", Indian journal of public enterprise, 22.42, pp.51-60
 - [19]. Snellman and Vihtkari (2003) "Customer complaining behaviour in technology-based service encounters", International Journal of Service Industry Management, Vol. 14 Iss: 2, pp.217
- 231