

India's E-Commerce Industry's Growth and Projected Breakthroughs

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ABSTRACT

Background/Purpose: *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.*

Objective: *To examine how the E-commerce sector in India has grown through the years, as well as to get an insight of current trends, impediments, and potential improvements.*

Design/Methodology/Approach: *The SWOT analysis is being used to analyse and present data acquired from academic papers, online articles, and other sources.*

Findings/Results: *India's E-commerce sector has the potential to grow further if the government provides legal protection and a platform for it, and if both local and global commerce are enabled to exercise their basic rights to do E-commerce business, therefore enhancing the country's economy.*

Originality/Value: *This paper study provides an outline of India's E-Commerce business and its projected development in the coming years based on the range of data collected.*

Paper Type: *Research Analysis based on a case study.*

Keywords: E-commerce industry, Online business, B2C, Marketplace, E-commerce future, Digital commerce, SWOT analysis

1. INTRODUCTION :

E-commerce is generally defined as purchasing and promoting goods and services for companies and by customers as comparison to conventional means, over the internet. Consumers are taking advantage of low-priced products given by wholesalers or manufacturers in the online mode as online trades advance to grow at an exponential rate. E-Commerce makes use of digital information generated by technology in commercial contracts to build, change, and reinvent the link between the company and the customer for the purpose of value generation. Additionally, E-Commerce is referred to as electronic commerce or e-business. By employing information technology, also offers a common platform via which wholesalers or retailers may sell their goods and promote them online and exchange information in an online way. This tendency will develop the website address, as well as customer security and privacy worries. Since the previous several decades, electronic commerce (E-Commerce) has grown in popularity due to the fast and straightforward method of trading products and services both locally and

internationally. Currently, E-Commerce is the backbone of Indian society and has permeated all aspects of life. According to the Online Association of India, E-Commerce total transactions in India exceeded Rs.5.9 billion in 2013-14. Currently, more than 40% of the world's population uses the internet and E-Commerce services regularly. India will be the top market for E-Commerce in the business model, with such a market share of more than 72% by 2020, according to the objective of Digital India [1]. E-Commerce has exploded in popularity since World Wide Web proliferation. This method of trade is used for a variety of purposes, including Online Transaction Processing, Internet marketing, Electronic Money Transfer, Electronic Data Interchange (EDI), Supply Chain Management, Automated Data Collecting, and Inventory Management Systems [2]. Additionally, the digital economy entails the interchange of data that enables the finance and payment parts of commercial transactions to be facilitated.

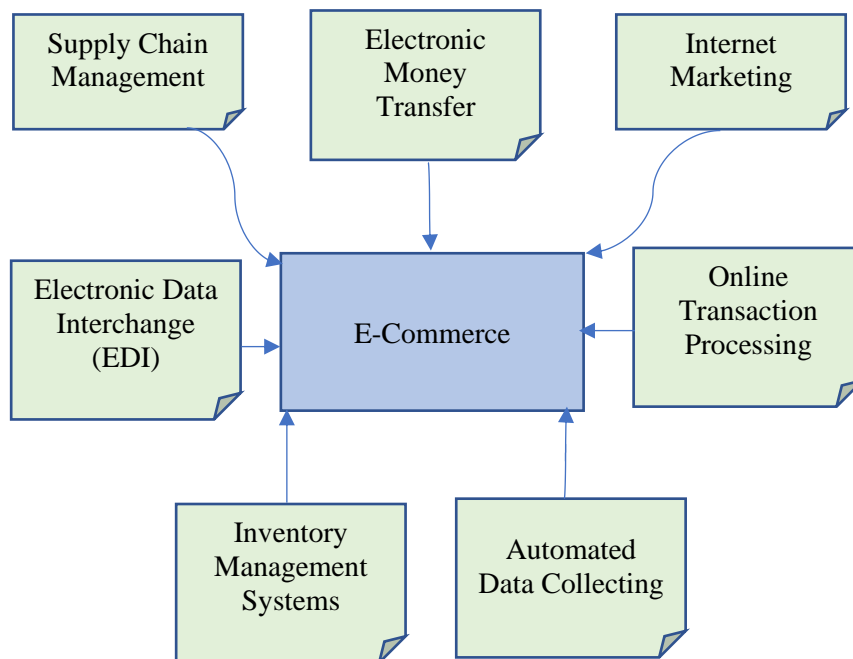


Fig. 1: Illustrates the components of E-Commerce. (Source: ignited.in).

2. RESEARCH RELATED WORK :

The emergence of the Electronic Commerce industry in India has paved for significant advancement in the overall progress of the economy. Several studies have been conducted in this area to provide insights into how E-Commerce has transformed the trading industry in India and how it has benefited people to get quality products and services quicker, cheaper than ever before. The enactment of several laws by the government to boost the E-Commerce industry in the country has undoubtedly paved for other sectors such as the Information Technology industry to advance. The details mentioned in Table 1 highlight the research works about India's E-Commerce Industry.

Table 1: Related Research Work.

Sl. No.	Field of Study	Emphasis	Reference
1.	Ecosystem.	The growth and opportunities for E-Commerce in the Indian environment are based on the examination of the ecosystem.	R. Upasana, et al. (2014) [3]
2.	Issues and Challenges.	An examination of developing trends and concerns in the information technology and E-Commerce sectors in the context of the new digital economy.	P. Tikendrajit, et al. (2007) [4]

3.	Growth and emerging trends.	Examine the country's future growth segments, analyses current E-commerce trends in India, and E-commerce impediments.	K. Tapan. (2018) [5]
4.	Review on strategies.	Explore the elements that motivate consumers to shop online and the differences in the way commerce is conducted.	A. Singh, et al. (2009) [6]
5.	Futuristic growth analysis.	The study examines the rise of E-Commerce, the relationships among sales transaction size, customer base, and the techniques used by chosen E-Commerce businesses to expand share of the market during covid-19.	P. Sharma. (2020) [7]
6.	Significant Issues, Prospects, and Obstacles.	Represents a glimpse of E-Commerce company evolution, including the sequence and type of E-Commerce businesses.	S. Ray. (2011) [8]
7.	Flexibility and scalability.	India's E-Commerce logistics industry has a high demand for sorting automation.	S. Raja, et al. (2017) [9]
8.	Conventional method analysis.	Depict the current state and enablers of E-Commerce in India, deconstruct existing E-Commerce inclinations, and examine the impediments to E-Commerce in India.	M. Rai. (2018) [10]
9.	Effect on the retail market.	The retail industry has embraced the online ephemeral trend, maybe because they view it as the way forward.	S. Narula. (2019) [11]
10.	Analyse the present trends.	E-Commerce has benefited the travel website sector in several ways and provided a new revenue stream for the country's online shopping platform.	A. Mitra. (2014) [12]

3. OBJECTIVES :

- (1) To understand Indian E-Commerce industry and its progress.
- (2) To have a better understanding of the E-Commerce industry's impact on the growth of other sectors in India.
- (3) To get an understanding of new trends and their impact on the E-commerce industry's growth.
- (4) To quantify the concerns and difficulties that must be addressed and set the research agenda through SWOT analysis.

4. RESEARCH GAP :

Prior Studies show that the COVID-19 pandemic resulted in a surge in E-Commerce sales of practically every possible commodity and service, but no specific studies were carried out in Indian context. Quite a few research was undertaken on the predicted E-Commerce industry breakthroughs after outbreak of COVID-19. The purpose of this study is to examine the present and projected developments and also to highlight the impediments and suggest means to overcome the same in the E-Commerce Industry in India.

5. RESEARCH AGENDA :

- (1) To study the impact of COVID-19 outbreak on India's E-Commerce business.
- (2) To conduct a SWOT analysis for proper understanding of the E-Commerce sector and its rapid development.
- (3) To conduct a development study and design a futuristic method to cater to various segments of business.
- (4) To devise mechanisms against cyber-attacks and threats pertaining to E-Commerce industry.

6. METHODOLOGY :

The information for this study is gathered from journals, published papers, reports from newspaper and government portals.

7. THE EMERGENCE OF E-COMMERCE BUSINESS IN INDIA :

E-Commerce or electronic commerce, that encompasses a broad range of internet economic activities including a range of products and services. It entails controlling goods and services using digital communication and the internet. It pertains to the vendor's website, which allows the vendor to provide goods or services directly to the end customer via the gateway, using an online shopping cart and processing payments via online banking or debit/credit cards. Electronic commerce is the practise of conducting business activity via the use of the internet and related information technological tools. E-Commerce, in its simplest form, is the growth of businesses using the internet. Since its infancy, India's E-Commerce sector has advanced significantly. The market has matured and new entrants have joined. In today's competitive environment, the E-Commerce sector inside the Business - to - business area is expanding both in terms of market value and product offerings. In the Indian economy, the change from conventional to online purchasing is taking a long time. E-Commerce encompasses not just exchange of goods and services of things through the Internet, as well as the distinct business operations that serve the objective across particular firms. The notion of e- transactions emerged in 1991, at such a period where India lacked connection to the Web. Nevertheless, by both the late 1990s, an increasing number of individuals had become aware of the Internet and realised that payments could be conducted over this channel. It was a privilege for the majority of Indians until a few years ago. Once the IRCTC developed an online reservation system in 2002, the people began to recognise the Internet as just a valuable tool [13]. The public became aware of the worldwide giant Amazon, which ushered inside the time of E-Commerce in India.

8. MAJOR TYPES OF E-COMMERCE :

The various forms of E-Commerce include the following:

(a) Consumer-to-Administration (C2A)

The C2A system was intended for users who might otherwise use these to receive data or provide remarks to various government departments.

(b) Consumer-to-Consumer (C2C)

A user needs this marketing strategy to resell old items and/or services to other customers via the digital technology.

(c) Business-to-Business (B2B)

A B2B marketing strategy is one in which commerce is conducted between two or more businesses/companies. Usually, such commerce is conducted through traditional retailers and manufacturers that interact directly with consumers.

(d) Business-to-Administration (B2A)

This concept permits online transactions between businesses and public administration, i.e., the government, by facilitating data sharing via centralized sites. It acts as a marketplace for firms to bid on government opportunities such as auctions, tenders, and application submission. The scope of this approach has been expanded as a result of expenditures in e-government.

(e) Consumer-to-Business (C2B)

C2B models are the inverse of B2C models. In that it is provided by a business, the C2B model enables consumers to offer their product lines to businesses. The strategy is often used in content aggregation initiatives, that generally involve visual identity, the selling of premium pictures components, and so on.

(f) Business-to-Consumer (B2C)

The industry framework depends on the general merchandise components of E-Commerce, that is, the selling of products or services to the end users via online platform. The service, which has taken the corporate world by storm, enables consumers to do in-depth analysis of their prospective purchases prior to making a purchase. Only after items are processed, the corporation acquiring them will supply them to the purchaser within a reasonable timeframe. Plenty of well firms operate through this channel.

9. MAIN COMPANIES IN THE INDIAN E-COMMERCE INDUSTRY :

(a) Flipkart.com:

Flipkart is an online shopping platform launched in 2007 by Sachin and Binny Bansal. It is registered in Singapore and is based in Bangalore, Karnataka, India. Flipkart has introduced all its line of products, dubbed 'DigiFlip,' which includes USBs, tablets, and laptop bags. Flipkart got \$210 million by DST Global in May 2014, \$1 billion from current investors Tiger Global and South Africa's Naspers media company in July 2014, and \$550 million from some of its existing investors in May 2015. Flipkart's most recent financing round in May 2015 valued the company at \$15 billion. Flipkart began by selling books. It quickly developed and began selling a diverse range of items. Flipkart has been at the forefront of innovation in Indian e-commerce since its inception. Flipkart pioneered the 'Pay on Delivery' feature, which is now available on every online shopping website in India. Flipkart obtained financing from venture funding in the early years of operation. As the firm expanded in size, further cash became available. Flipkart has consistently returned investors' trust with stellar success year after year. Flipkart generated revenues of 40 million Indian rupees during the fiscal year 2008-09 [14].

(b) Amazon.in:

In June 2013, Amazon India started operation. The corporation created its site Amazon.in, which offers a diverse range of books, films, and tv show to clients. Amazon India got over 10,000 purchases during its first of business. Amazon India is indeed a wholly-owned subsidiary of Amazon, Inc., the largest and best company. Jeff Bezos launched the main business Amazon in 1994. With revenues and development reaching saturation levels in the United States, Amazon sought to expand into new markets. China appeared advantageous due to its massive marketplace, sophisticated infrastructure, and web access, prompting Amazon to assist employers there. Nevertheless, as a result of severe rivalry from domestic e-commerce giants such as Alibaba, Amazon began exploring alternative business models. The firm identified tremendous opportunity in India and started operation in 2013 [15]. It presently has millions of goods and millions of registered users on its site. Amazon India presently sells items in different of areas, including mobile phones, computers and accessories, men's and women's apparel, books, athletics and wellness, electronic and electrical devices, movies, music, automobiles, motorcycles, children 's toys, and groceries. Additionally, Amazon India maintains a Global Store, where buyers may purchase directly from US vendors. Amazon Prime was just introduced in India, providing customers with access to a variety of services such as streaming video, music, e-books, and the newest deals. Amazon India presently delivers to the majority of India's operable PIN numbers. It now includes over 20,000 Indian merchants and 41 fulfilment locations located across 13 states.

(c) Snapdeal.com:

Snapdeal began in February 2010 as a daily deals platform but evolved becoming an ecommerce platform in September 2011. It is currently one of India's biggest e-commerce enterprises, with the largest online market place. In less than two years, the firm grew from cancelling its group discount operation to launching an online market. It has grown by about 600 % year over year. Their principles – Innovation, Transformation, Transparency, Integrity, and Responsibility – motivate them to pursue better success. While the firm has grown exponentially, it is its continual campaign to bring the finest to industry and the determination to thrive as the top B2C (business to customer) marketplace that distinguishes company unique. Snapdeal.com provides businesses with an advertising tool and buyers with a discounted platform. It is an expense avenue for businesses that join with Snapdeal to acquire new clients. Additionally, it functions as a risk-free alternative marketing method. From of the trader's perspective, they are passing on the expense of client relationships via a discount. Snapdeal promises to present bargains that are at minimum 40% to 90% it off genuine price [16].

10. TECHNOLOGY ISSUES & EXPECTED BREAKTHROUGHS :

E-Commerce market in India is booming, thanks to widespread internet use and smart technological gadgets. Nonetheless, India's recent development in E-Commerce is significantly slower than other industrialised nations. There are numerous significant difficulties and obstacles on the path of an online retailer. Issues such as the safety and security of online money transactions, among others, have stymied the nation's internet industry's growth [17]. Even though the majority of E-Commerce industries have been impacted by the issues listed under, there seem to be a select online titans that have conquered the obstacles and reflect the optimal growth patterns of online businesses in India.

Today, India boasts one among the world's largest E-Commerce markets. With fast-paced lifestyles, fierce rivalry, and money changing hands in a matter of seconds, the internet market is always expanding. It was fuelled by fast technological acceptance, as seen by the rising usage of gadgets as well as increased access to the Internet through broadband, 3G, and other technologies, all of which contributed to an expansion in the digital userbase. India's internet market is still somewhat tiny in comparison to more established sectors in the USA and the UK, but the growth pace has been spectacular. In India, there really are innumerable retail outlets, from which Eighty are well-known. Annual revenue for several websites, such as Flipkart.com, exceeds \$100 million [18]. Numerous estimates suggest that this ever-growing sector is worth around \$12.6 billion and is anticipated to reach \$675 billion by 2016. Foreign Direct Investment (FDI) in B2B and 100% FDI under the approval direction under the E-Commerce platform of B2C, among other legislation and government structures implemented by the Indian government, are projected to further fuel expansion in the industry. According to the new FDI policy, foreign-invested online firms cannot sell items offered by shops in whom they own an ownership share. By August 9, 2021, the GeM site will have completed 7.23 million orders worth Rs. 127,231 crore (US\$ 17.12 billion) for 53,575 clients from 2.40 million registered merchants and service providers [19].

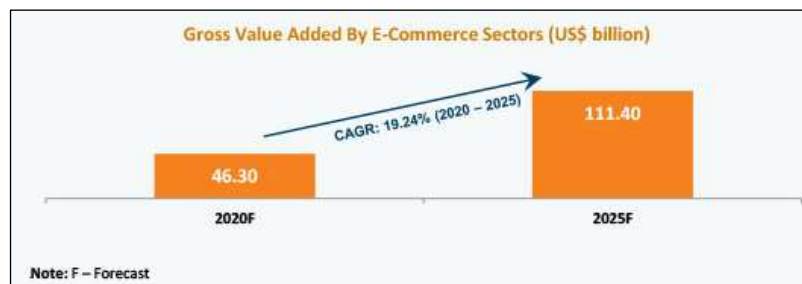


Fig. 2: Shows compound annual growth rate (CAGR) of E-Commerce Industry in India.

(Source: ibef.org).

11. INDUSTRY PERFORMANCE ANALYSIS :

Throughout the last 2 decades, increasing phones and internet penetration had also dramatically altered how customers interact and transact. Just at moment, E-Commerce is totally dependent on the website and high number of mobile device usage, that have drastically changed how businesses engage with their clients. E-Commerce has taken over the world of internet commerce, captivating a whole generation of entrepreneurs' imaginations via E-Commerce operations that provide a diverse range of trading and retail prospects [20]. The exponential expansion over the last several years has now pushed the largest enterprises above the billion-dollar level. In specific, E-Commerce in India has seen substantial development, as seen by the e-commerce market size in the recent time.

11.1 Several significant advances in the Indian E-Commerce business include the following:

- CARS24, India's top used automobile e-commerce platform, secured US\$ 450 million in fundraising in September 2021. The money consisted of a US\$ 340 million Series F equity round and US\$ 110 million in loans from several financial institutions [21].

- (b) Amazon introduced Prime Video Channels in India in September 2021. Prime Video Channels will provide a unified experience and access to a range of online video streaming providers for Prime subscribers.
- (c) Bikayi, a mobile commerce enabler, earned US\$ 10.8 million in a Series A financing round headed by Sequoia Capital India in September 2021.
- (d) Flipkart said in July 2021 that it had secured an additional US\$3.6 billion in capital from a variety of sources, including sovereign funds, private equity, and Walmart.
- (e) Flipkart opened a new fulfilment centre (FC) in Dankuni, West Bengal, in June 2021. The FC occupies 2.2 lakh sqft and has the potential to generate three thousand and five hundred direct employments.
- (f) Grofers, the grocery delivery start-up, is said to have reached the unicorn club in June 2021 after a US\$ 120 million investment from Zomato.
- (g) Mastercard invested in Instamojo, a payments company, in June 2021 to assist online merchants in digitising their operations and processing payments more smoothly.
- (h) MiniTV, a video streaming service was launched by Amazon inside its app during May 2021 for subscribers in India. MiniTV is home to online series, comedy programmes, and programming focused on technology, gastronomy, beauty, and fashion.

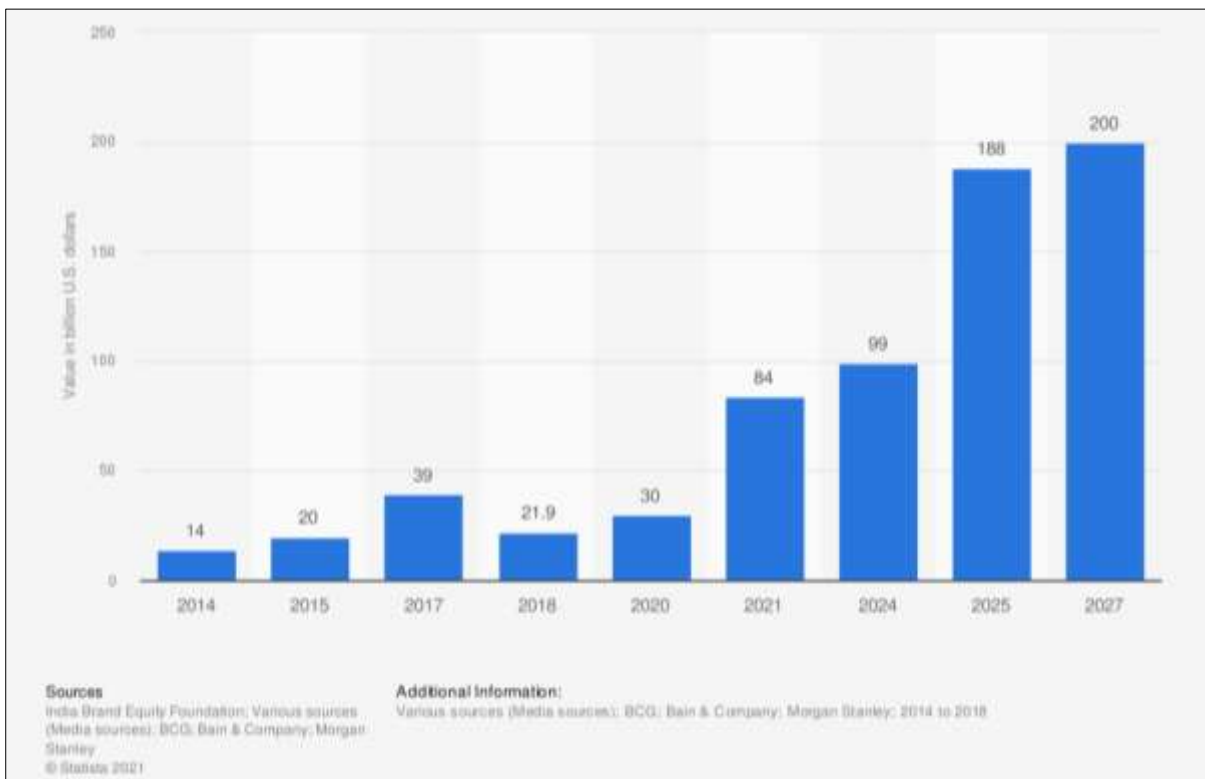


Fig. 3: Showing market size of India's E-Commerce sector from 2014 to 2018, with projections through 2027 (in billions of US dollars)

(Source: India Brand Equity Foundation-ibef.org, BCG, Bain & Company, Morgan Stanley and Statista 2021).

- (i) Flipkart expanded their grocery infrastructure in May 2021. It also plans to increase its capability of grocery distribution centre by over eight lakh square feet throughout Hyderabad, Coimbatore, Chennai, Kolkata, and Delhi.
- (j) Flipkart announced in the month of May 2021 that they are in discussions with investors and private equity firms to raise up to US\$ 2 billion at a US\$ 30 billion worth.
- (k) In April 2021, Flipkart collaborated with Adani Group, with the goal of enhancing the logistics and data handling capabilities and creating opportunities for several direct employments.

- (l) In April 2021, Cleartrip was acquired by Flipkart. It announced the acquisition of a 100 percent stake in Cleartrip, as the business continues to invest in expanding its digital commerce options for consumers.
- (m) The Confederation of All India Merchants announced the introduction of a mobile app for its platform 'Bharat E-market', in March 2021. Their goal is to encourage small businesses to do online business conveniently using cell phones [21].



(n) Fig. 4: Illustrates portions of various categories in E-Commerce retail by value (2020).

(o) (Source: India Brand Equity Foundation-ibef.org).

11.2 Initiatives taken by Government of India.

Since 2014, Government of India launched several programs which includes Make in India, Digital India, Skill India, Innovation Fund and Start-up India [22]. Such plans, if implemented successfully and on schedule, would almost likely help to the country's E-commerce growth. The following are some of the significant steps done by Government of India to encourage E-Commerce:

As of September 27, 2021, the GeM website has completed 7.65 million orders totalling Rs. 140,648 crore (US\$ 19.09 billion) for 54,699 clients via 2.8 million registered service providers and merchants. The Department for Promotion of Industry and Internal Trade is supposedly preparing to use the Open Network for Digital Commerce to standardise the onboarding process for shops on e-commerce platforms by establishing vendor discovery and pricing discovery guidelines. The mission is to ensure that marketplace participants have an equitable opportunity to maximise their utilisation of the E-commerce system in the wider benefit of its citizen and nation. Selling Policy at the National Level, the government has recognized 5 areas in its planned national retail policy. They are; (a) The ease with which one conducts business (b) Simplifying the licencing process (c) The retail sector's digitization (d) The emphasis on reforms and an accessible network for digital commerce, underlining that traditional and online shopping must coexist together. Consumer Protection Rules 2020, which the Ministry of Consumer Affairs published in the month of July, necessitate E-commerce enterprises to provide the "nation of origin" details alongside product listings. Additionally, the businesses would be required to disclose the criteria used to choose product listings on their platforms. The Government e-Marketplace (GeM) in October 2019, struck an agreement with Union Bank of India to promote a paperless, cashless, and transparent payment mechanism for a variety of services [23]. To accelerate digitalization, the government introduced numerous projects such as Start-up India Portal, Umang and (BHIM) Bharat Interface for Money. The government changed the 2016 equalisation levy regulations in October 2020 to compel foreign businesses using e-commerce platforms in India to have permanent account numbers (PAN). In the FY21 budget, it imposed a 2% tax on the sale of items or the provision of services through a non-resident ecommerce operator. To promote foreign participation in e-commerce, the Indian government raised the maximum amount of foreign direct investment (FDI) allowed in e-commerce marketplace models to 100%. The government's significant venture in putting up fibre networks for 5G would help India's E-Commerce sector grow [24].

12. IMPACT OF COVID-19 PANDEMIC IN INDIAN E-COMMERCE INDUSTRY :

COVID-19 effected on consumer buying behaviours across a variety of digital channels. The epidemic had a profound effect on consumer behaviour, sales volume, and the broader distribution network. People are naturally suspicious while doing online shopping, which has caused in important difference

in the quantity of orders placed for different categories of goods and services such as fashion, groceries, luxury and healthcare. Four lockdown periods have been seen in India specifically, with differing tendencies in customer behaviour while purchasing online [25]. According to studies, 52% of customers shun in-person purchasing in congested locations. Additionally, 36% are abstaining from brick-and-mortar purchasing until they have coronavirus vaccination. Covid-19 impacts vary according to the type of the item, which implies that the virus has a significant influence on specific items while having a negligible effect on others [26]. The overall sale of E-Commerce has increased as a result of this virus, with individuals refraining from going out, shopping and working remotely and businesses such as Walmart supermarket E-Commerce, which has increased by 74%. Furthermore, media consumption increased during this time period, and Facebook and Google enhanced their capacity to connect more people simultaneously, as seen by Facebook's release of Messenger, a competitor to Zoom [27]. The pandemic's top 10 commercial E-Commerce sites are shown here.

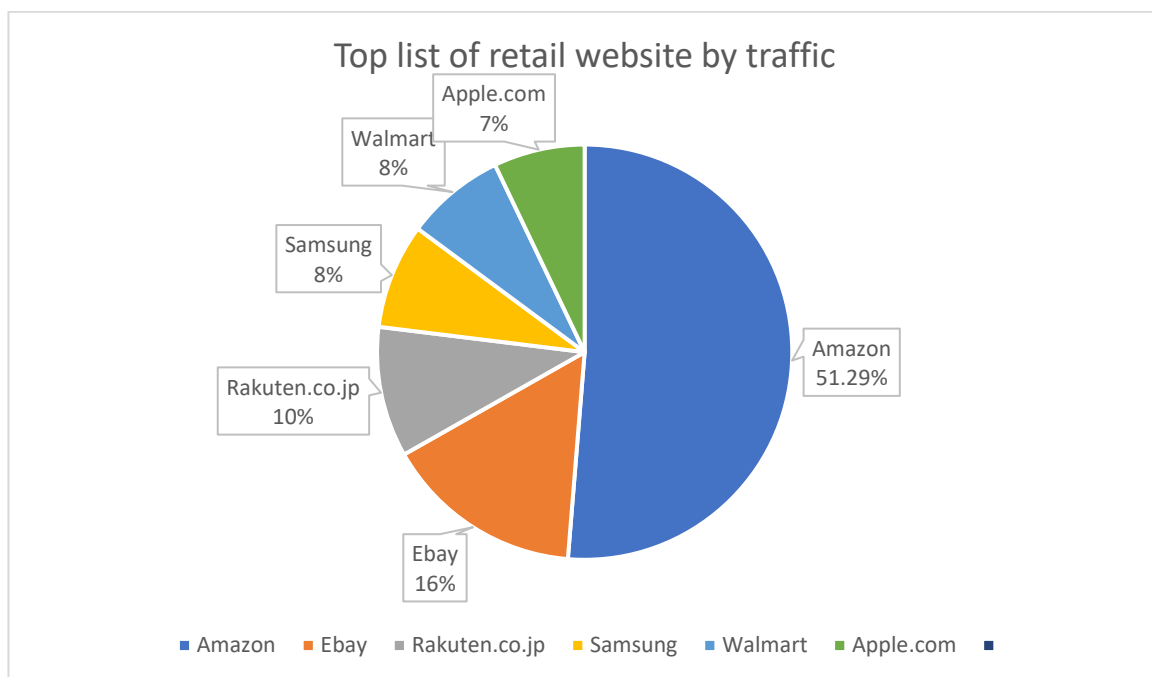


Fig. 5: Shows top list of retail website by traffic during Covid-19 pandemic. (Source: Semrush.com).

13. SWOT ANALYSIS :

Strengths, Weaknesses, Opportunities and Threat (SWOT), serves as the framework for determining internal possibilities and constraints, as well as probable external possibilities and dangers. It considers all good and negative elements affecting the firm's performance, both internal and external [28].

13.1 Strengths:

- **World market:** E-Commerce's best strength is its demarcation access. It needs no physical structure or definite border is compulsory to do operations. It enables all firms to expand globally. The expansion of retail marketplaces geographically might help the growth of global traders.
- **Time savings:** There is no denying that transactions conducted via the internet are very rapid. It saves time by minimising physical activity.
- **Minimal time limits:** Because there are no time limits, the round the clock idea demonstrates that internet may be utilised from any place at any time.
- **Comparison of products and also the price:** Knowledge and the ability to select are two rights that every buyer possesses. Similarly, E - Commerce market provides customers with a forum for quickly and successfully comparing prices and products. This will typically have a

significantly larger capacity for effective and efficient negotiation. It will often have far more negotiating power with suppliers than conventional neighbourhood or national stores do.

- **Competitively priced:** By eliminating a lengthy network of middlemen, reducing the need for infrastructural development, and outsourcing logistics, a small firm can compete with the giants.
- **Versatile target audience division:** The management of an organisation is contingent on the differentiation strategy used. In E-Commerce, the client base is adaptable and may be changed at any moment.
- **Rapid Information Transfer:** E-Commerce will provide the fast and effective interchange of data between bankers and consumers, enabling speedy, merely responses.
- **Faster purchasing procedure:** The seller is just a click away from completing the transaction. No body exertion is necessary [29].

13.2 Weaknesses:

- **Security:** Security is the primary impediment to the advancement of electronic commerce. Customers have long been uneasy, particularly concerning the transaction process's trustworthiness.
- **Forged Sites:** Numerous bogus websites are accessible on the internet that offer superior service and safe transactions. Such websites not just to bring disrepute to ecommerce, and yet also tarnish its reputation. Economic and legal information provided for commercial purposes is abused by hackers for their own gain.
- **Less scope for bargaining:** There is fewer rebates and negotiation opportunities: Few internet firms provide discounts, and negotiating is impossible.
- **Delivery takes a long time:** Delivery is often delegated to companies that are unconcerned with the seller's schedule. They provide their services at their discretion. At times, delivery times may exceed days or even weeks, which would be unacceptable.
- **Physical inspection is impossible:** Goods that choice is solely based on their physical state without requiring a human touch prior to choice are not suitable for E-Commerce. Because online items cannot be handled, worn, or sat on, they cannot be returned.
- **Product stipulations:** There may be only a restricted amount of goods offered.
- **Minimal access:** Developing countries without access to the internet will also have no or minimal exposure to E-commerce [30].

13.3 Opportunities:

- **Online retail store:** A benefits of E-Commerce is the convenience of doing business online.
- **Hassle free shopping during lockdown due to pandemic:** Consumers may enjoy tension-free shopping by purchasing items and services online from the convenience of their homes even during lockdown period due to pandemic.
- **Cash on delivery:** Rather than using online transactions, cash on delivery is a significant benefit in E-Commerce for clients who are concerned about the security of online transactions or do not have access to online transactions.
- **Daily user growth:** The daily user base of the internet continues to grow. People feel safer while shopping online.
- **Global growth on a consistent basis:** E-Commerce may be conducted anywhere, at any time, without disruption. It is constantly capable of growth. All new and current populations which are not e-commerce users are targeted for growth.

13.4 Threats:

- **High competition:** Along with local rivalry, there is also global competitiveness. Conflict is becoming more intense on a daily basis. Large corporations have already made forays into this sector.
- **Changes in law, regulations and environment:** While variations in patterns, trend, and fads may be distressing, changes in the environment, legislation, and regulations can also have an effect on E-Commerce.

- **Concerns about privacy:** Concerns that data may be abused result in spam e-mail or stealing personal information [31].
- **Complex Technology:** Uneducated population will find it difficult to adapt to new technology and comprehend non-bilingual user interface.
- **Interaction:** In digital commerce, there is no direct relationship between the customer and the seller. There is no place for compromise. Individuals prefer in-person purchases over internet purchases in order to have a more personalised experience.
- **Deception:** Individuals who run E-Commerce using unethical ways might erode the public's confidence and faith.

14. FINDINGS FROM THE ANALYSIS :

- Due to diversity in features such as demarcation access, convenience of shopping, competitive price and variety of products and services, E-Commerce has become the primary choice for customers in India compared to traditional retailing.
- During pandemic E-Commerce is the safest and convenient choice for both consumers and retailers for essential items.
- Because of the complexity in technology and lack of bilingual user interface, E-Commerce is complicated for the uneducated population in India.
- Cyber attackers utilize vulnerability in the E-Commerce websites and steal personal data.
- Exposure to global market opportunities because of the accessibility to conduct Electronic Commerce, irrespective of physical boundary.

15. SUGGESTIONS :

Some of the suggestions from SWOT analysis are described as follows;

- As large-scale corporations have started E-Commerce operations in India and as a result, small scale retailers' business have been impacted adversely, Government should frame policies to protect small scale retailers by providing them cost effective and state of art E-Commerce facilities.
- Improve cyber security and create cyber safety awareness campaigns.
- Enforce stringent cyber law to tackle with fraudsters who conduct cyber-crime activity on any E-Commerce websites.
- To make user interaction on E-Commerce websites and applications more user friendly by incorporating technologies such as Augmented Reality.
- Introduce Electronic Commerce safety precaution modules in educational curriculums.
- During lockdown due to pandemic, customers will not have options other than to fully depend on E-Commerce websites for essential commodities. Government should enforce a mechanism to closely watch essential commodities price in the E-Commerce websites.

16. CONCLUSION :

While the development of E-commerce in India has been categorized by small number of internet users, a small subscription base for internet purchases, slow internet speeds, low consumer confidence in online shopping, and an insufficient transport and logistics in the contemporary business environment, E-commerce in India has the potential to accelerate its expansion. E-commerce as a marketing technique is gaining traction slowly but steadily in India. As knowledge spreads and growing, number of individuals develop a comfort level with technology, they are gradually developing trust in online businesses. Infrastructure impediments, economic disparities, online payment security breaches, and an insufficient legislation are all difficulties that must be solved by all parties in order to boost E-Commerce in the nation. Additionally, the electronic commerce in India has the potential to develop, provided the government gives legal stability and structure for E-commerce, allowing domestic & global trade to extend their fundamental rights such as intellectual property, confidentiality, detection and deterrence of online frauds along with consumer rights protection.

Devising mechanisms against cyber threats and attacks, and make E-Commerce a safe mode of business is a scope for further work. We are working on devising mechanisms which will be reported in a future communication.

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