

Evaluation of Indian Business and E-Commerce's Globalisation: Report

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Abstract: Since the beginning of this decade, the marketing discipline has been subjected to a number of developments. The topic has not changed; marketing still deals with the value exchange between customers and sellers. However, as the "internet" phenomenon spreads among companies and consumers, it poses a serious threat to the pathways and dynamics of the systems supporting these exchange processes and transactions. In the recent past, the internet has evolved as a dynamic medium for facilitating business transactions between clients and businesses in an online marketplace. The term "any form of economic activity conducted via electronic connections" is used to describe electronic commerce (or "e-commerce") in its broadest sense. Electronic commerce may take many different forms, including business-to-business, business-to-consumer, and government-to-citizen. This study focuses on business-to-consumer

electronic commerce in the domain of customers buying retail items and services online. The conversation will now exclusively pertain to one facet of e-commerce. Even though internet firms had started to grow in the late 1990s, the necessary ecosystem had not yet been established. Low internet penetration, a limited online purchasing user base, sluggish internet speed, low consumer acceptability of online buying, and insufficient logistical infrastructure characterised India's initial wave of e-commerce. After then, more than 1,000 Indian e-commerce companies failed as a result of the IT slowdown in 2000. Between 2000 and 2005, there was only little action in India's space after this. The number of businesses in India using Internet and e-commerce technology has increased in recent years. E-commerce sites are mushrooming to sell anything from groceries to bakery goods to books to laptops, etc., in spite of RBI rules and poor Internet penetration. Indian banks

have also been quite successful in using EDI and e-commerce technology to provide clients stop payment options, real-time account status updates, and other services.

Keywords: Consumers, e-commerce, buying, selling, feedback

1 Introduction:

Since the beginning of this decade, the marketing discipline has been subjected to a number of developments. The topic has not changed; marketing still deals with the value exchange between customers and sellers. However, as the "internet" phenomenon spreads among companies and consumers, it poses a serious threat to the pathways and dynamics of the systems supporting these exchange processes and transactions (Jain and Jain, 2011). In the recent past, the internet has evolved as a dynamic medium for facilitating business transactions between clients and businesses in an online marketplace. The term "any form of economic activity conducted via electronic connections" is used to describe electronic commerce (or "e-commerce") in its broadest sense. Electronic commerce may take many different forms, including business-to-business, business-to-consumer, and government-to-citizen. The study

concentrates on consumer-to-business electronic commerce within the realm of retail customers purchasing items as well as services online.

E-commerce is the cutting edge of business today. E-commerce is often understood to refer to internet purchasing. But the situation is far bigger than just online buying. The phrase also describes purchasing and downloading software without ever setting foot in a shop, as well as online stock and bond transactions. E-commerce also has business to business links that simplify buying for large organisations. E-commerce is often referred to as a way of electronically purchasing and reselling goods and services. Although e-mail, fax, and telephone orders are also often used, the internet and the World Wide Web continue to be the primary means of e-commerce. Electronic commerce is the technology of communication and information exchange between trade partners in the service of commercial goals. E-commerce is a contemporary business strategy that satisfies the demands of the company, retailers, and customers to reduce costs while enhancing the quality and speed of service delivery. The process of

processing information is the most important aspect of electronic commerce. The effects of e-commerce are evident in all aspects of the business, from developments in product design to customer support. It allows new information-driven procedures for communicating with and interacting with customers for example, the online ordering process, as well as marketing, advertising and. Additionally, it can reduce expenses for areas such as order management and dealing with a range of trade partners and suppliers that typically create a significant amount of cost to items as well as services.

The World Wide Web's (www) spectacular expansion and consumer acceptance have led to the emergence of B2C e-commerce. Almost all businesses, from start-ups to Fortune 100 firms, have benefited from the new electronic medium (Jain and Jain, 2001). Retailers from over the globe are setting up virtual shops, which exist in cyberspace and provide goods and services to their consumers via an electronic channel at a fraction of the overhead needed in a brick-and-mortar store (Chen and Tan, 2004). Three broad categories may be used to group virtual retailers. The first group includes of only online shops,

such as www.amazon.com, www.shaadi.com, whose main points of interaction with customers are online. www.alibaba.com, www.bechna.com, www.cdnow.com, www.flipkart.com, www.jabong.com, www.myntra.com, www.snapdeal.com, www.shopping.rediff.com, www.shopping.indiatimes.com, and www.yebhi.com

The other category is comprised of retail stores that supplement their brick-and-mortar shops or mail-order catalog businesses by establishing websites to expand the amount of channels they can use to interact with customers (e.g. www.futurebazar.com, www.walmart.com, www.shoppersstop.com, www. While these companies' degrees of dedication to online shopping differ but their primary goal is in order to boost the overall value of the products and services they supply for their customers. These shops are solely online and operate in place of having physical locations. Although businesses can choose different strategies for e-commerce however, all stores online are characterized by the following traits that they depend heavily on technology to meet organizational goals and targets

These technologies can provide significant benefits on the cost of savings as well as market penetration and growth worldwide exposure, the value of their products and service.

2 Literature survey

Sarode (2015)¹ performed research to outline the current state and projected future of the Indian e-commerce sector. According to analysis, India's lack of cyber security is the major obstacle preventing e-commerce from developing there. Online shopping is now used by 19% of internet users in India, and this number is expected to rise quickly in the next years. The establishment of a legislative framework by the government is crucial for the development of the e-commerce sector. A research was conducted by Constança (2017)² to examine the impact of online shopping motivations on the online purchase of cosmetics. This research made it easier to comprehend what drives consumers to make online cosmetic purchases. The research found that when making a choice to buy cosmetics online, a variety of variables, including the availability of thorough information, cheaper prices, and reduced costs, have a significant effect.

A research was done by Ling Jiang and colleagues in 2012³ to determine the basic convenience aspects of internet buying. According to the research, access, assessment, search, transaction, and post-purchase convenience are the five primary aspects of online buying convenience. In the decision-making process for online purchasing, search and post-purchase convenience have a larger value out of these five convenience dimension aspects. A research was undertaken by Mutaz and colleagues in 2014⁴ to assess the impact of perceived web quality, perceived advantage, and electronic word-of-mouth on customer attitudes towards online buying. The results demonstrate that consumers' attitudes towards online buying are significantly influenced by their perceptions of advantage and trust. Additionally, it was shown that a higher degree of trust was correlated with perceived site quality.

Katawetawaraks and Wang (2011)⁵ did a research to determine the drivers of online shopping motivation. This research compared the decision-making processes used online and offline to determine the elements that influence whether or not people choose to purchase. According to the report,

people are motivated to shop online by aspects like convenience, thorough information, time efficiency, pricing differences, a broad selection, etc. While issues like a security risk, the product's intangibility, a bad prior online experience, social relationships, etc. prevent people from making online purchases.

A research was done by Gurme (2017) 6 to examine the prevalence and effects of internet shopping in Pune. According to a study, age, income, and gender are some demographic parameters that have an impact on internet purchasing in India. 75% of respondents, according to the results, are aware of online shopping platforms. According to research, availability of the goods is the most important consideration when making a buy, followed by quality, price, and security. Wasfiq and Bashir (2013) conducted study to comprehend online customers' e-satisfaction and e-loyalty trends. E-satisfaction is not significantly impacted by the perceived risk component of online purchases, such as monetary risk, social risk, psychological risk, physical danger, etc. However, one aspect, namely lost time, hurts e-satisfaction. The study's concluding finding is that customer satisfaction

levels have a favourable and substantial impact on online shoppers' e-loyalty.

A research was done by Mahesh Kumar and colleagues in 2015 8 to examine the online buying habits of Keralan students with advanced degrees. According to the report, ease is one of the key elements that customers consider when making an online purchase. According to studies, internet merchants should apply the right marketing mix of branded goods, cheaper prices, free delivery, and high-quality items. The research found that perceived marketing mix and reputation might influence consumers' online buying choices.

According to Sood, Upadhyay, and Khanuja's (2015) 9 research, people prefer both online and offline purchasing depending on the kind of goods. The survey also shows that men select internet shopping more often than women do since it is more convenient for them. According to the report, "Seeing and Feeling the Product" is still a key motivator for offline purchases.

3 Methodology

By defining the antecedent factors, the consequential behaviour, and the effect of the moderator variables on the proposed online shopping attitude-

intention connections, the chapter makes an effort to build a conceptual framework for the study of online consumers' attitudes towards online buying. The chapter also outlines the assumptions that are suggested to be explored in the current research for both conventional consumers and internet shoppers. When customers show a desire to buy online in the future, it is hypothesised that both online and conventional shoppers who do not use the internet are considered to have embraced this form of purchasing.

Reviewing the e-commerce literature that is currently available demonstrates that academics don't seem to agree on the elements that affect online customers' attitudes towards and intentions to embrace online purchasing. According to Lynch and Beck (2001), online consumer behaviour has been investigated from the viewpoints of consumer demographics, cognition, shopping motivation, shopping orientation, psychological traits, and perceptions of risks and rewards associated with online purchasing. We provide a theoretical framework for the study, which is shown in the model below, in order to address the highlighted research problems. The

attitude of internet customers towards online buying is our main construct. According to Carlos and Carlos (2005), the attitude of online customers towards online buying will influence their decision to do so in the future.

Factors in the environment that influence online shoppers' attitudes regarding shopping online

Five categories of elements have been discovered to have an impact on online consumers' attitudes: those connected to the customer, the product, the merchant (web vendor), the medium (internet), and the environment. These elements will henceforth be referred to as antecedents of customers' attitudes towards online buying.

- Consumer-related antecedents: demographics (age, education, and income), shopping preferences (recreation, experience, and convenience), behavioural traits (location and duration of internet access), perceived benefits and risks, and previous online shopping frequency.
- Customer service, information accessibility, pricing competitiveness, reputation/brand, and the adoption of privacy and security measures are all factors that are relevant to online vendors.
- Product-related antecedents: features of the product such how often it

is bought, how tangible it is, how much it costs, how good it is, and so on. • Website design, perceived utility, perceived usability, and perceived convenience are medium-related antecedents that pertain to the internet. • Precursors connected to the online purchasing environment, including the legal system, social norms, and media coverage. The potential link between each of these antecedent characteristics and the customer attitude towards online purchasing is addressed below.

Antecedents Related to Consumers

Age, income, education, shopping preferences (recreational, convenient, and experience), access location, usage frequency, risk concern, perceived risk, and perceived benefits are all factors that influence how consumers feel about online shopping and, consequently, how they adopt it.

Demographics

Consumer demographics are one of the topics that are researched the most in internet purchasing studies. Since the late 1990s, researchers have looked at how factors like age, money, and education affect online buying behaviour. These studies show that age and education are reliable indicators of

whether a person buys things online often, seldom, or not at all. Online customers are often reported to be youthful, more educated, innovators, and strong technology users. Additionally, previous research have shown that the usage of surfing, downloading, and online shopping increases as one's education level rises.

Up until the late 1990s, the majority of internet users were middle-aged or younger and, regrettably, had lower spending power than those who were older. Early studies therefore either found no discernible age difference among online customers (Bellman et al., 1999; Li et al., 1999) or found that online shoppers were older than those who made in-person purchases. Although the age difference between online and offline shoppers is closing these days, it is still unknown how age affects shoppers' intentions to make purchases online. For instance, some research found a link between customers' age and propensity to make online purchases (Stafford et al., 2004), but other studies found no link (Li et al., 1999; Rohm and Swaminathan, 2004) or a negative association (Joines et al., 2003). various age group definition criteria utilised in various studies may be the root of this disparity in study

results. For instance, the aforementioned research employed 10-year, 15-year, and 20-year time spans (Li et al., 1999; Stafford et al., 2004; Donthu and Garcia, 1999; Rohm and Swaminathan, 2004), respectively. Age may have less of an impact with wider ranges. Therefore, to enable cross-study comparisons, a consistent age classification method should be used in future research.

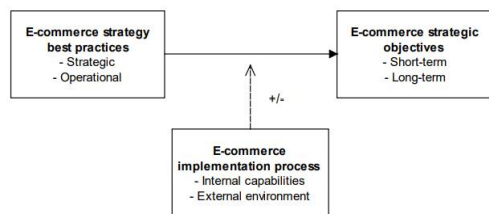


Figure 3.1 : Research framework

On the basis of the material already available, we built the idea of e-commerce adoption in the preceding chapter. As a natural link between consumer attitudes towards online buying and consumer intentions to shop online in the future, we conceptualised the adoption of e-commerce by online consumers in our research. Numerous research have helped to prove that attitude is a key factor that favourably affects customers' desire to purchase online.

4 Result Analysis:

Table 4.1 : India’s Most Populous Cities

Rank	Metropolitan area	State/Territory	2021
1	National Capital Region	Delhi, Uttar Pradesh, Haryana	21,753,486
2	Mumbai Metropolitan Region	Maharashtra	20,748,395
3	Kolkata Metropolitan Area	West Bengal	14,617,882
4	Chennai Metropolitan Area	Tamil Nadu	8,917,749
5	Bangalore Metropolitan Area	Karnataka	8,728,906
6	Hyderabad Metropolitan Area	Andhra Pradesh	7,749,334
7	Ahmedabad Metropolitan Region	Gujarat	6,352,254
8	Pune Metropolitan Area	Maharashtra	5,049,968
9	Surat Metropolitan Region	Gujarat	4,585,367

In fact, the skyscraping buildings, sizable shopping malls, slick and accessible roads, technologically cutting-edge hospitals, establishment of various corporate units, pleasant restaurants, and other such amenities can very much be used to identify the metropolitan, or more commonly, the metro cities, of India. These urban centres are genuine fusions of modernity and antiquity. The modern Indian metropolises are also quite economically developed, thanks to the Central Government's lavish spending to make them seem the most acceptable to the international market. These four cities are designed with cutting-edge amenities and conveniences of every type, attracting a large number of aspirational, ambitious individuals looking for opportunities to realise their aspirations. 328 of the 725 relevant surveys that were received pertained to respondents who lived in the Delhi NCR area. The

other 397 responders, who were from Mumbai, Chennai, and Kolkata, were metropolitan areas. A substantial portion of the sample was gathered from the Delhi NCR area since that is where the researcher resides.

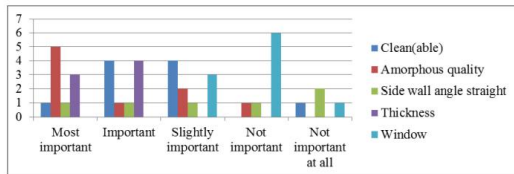


Figure 4.1 : Product characteristics

The survey's findings show that most colleges utilise less than 100 membranes annually. Other institutions employ 100 to 500 membranes. Few universities—just a handful—STS may take since the quantities of TEM membranes utilised are a positive market attribute. Regarding the pricing, STS sets a target price of around 12 euros. Customers are absolutely prepared to spend, on average, 12 euros, as can be shown. This leads to the conclusion that a favourable external environment for STS is created by the volume of use and the price that consumers are ready to pay.

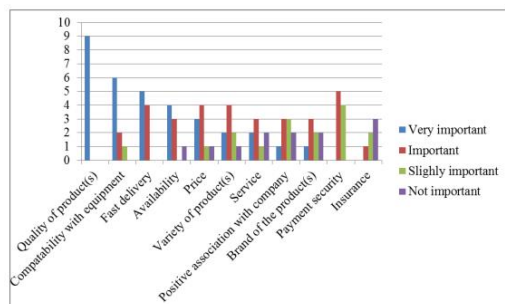


Figure 4.2. Traditional purchasing aspects

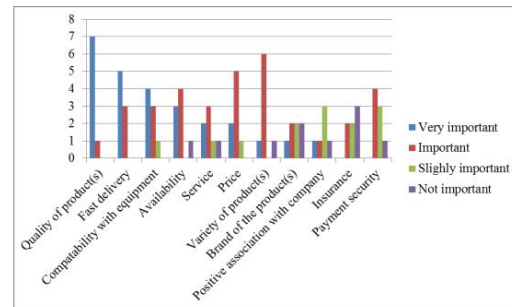


Figure 4.3 : Online purchasing aspects

There aren't many distinctions between the desired purchase features in a conventional and virtual context when comparing traditional and online purchasing components. There aren't many variances in what buyers want in a product. Customers seem to appreciate a wider range of items more when making online purchases, for instance. Customers could wish to choose from a variety of product combinations online, which may explain this. Additionally, it is clear that in a conventional situation, insurance is not particularly significant. The fact that buyers like dependable providers may be one factor. E-commerce's advantages and disadvantages Customers' replies indicate that one benefit of buying TEM membranes online is the ease of 24/7 accessibility. Virtual channels, as noted in the literature study, provide quick access to goods anywhere in the globe.

This is a logically perceived gain as a result. The simplicity of online price comparison, in the eyes of the clients, is another advantage. The management group believes that the primary online comparison criterion is pricing. Another client mentions that one advantage of internet shopping is how simple it is to browse the catalogue.

5 Conclusion:

The history of the company, buying anything from the online store. You may get this information by browsing through consumer shopping carts. Sadly, none of the clients went through to the payment phase. The online shop's excessively high freight expenses might be the cause of this the motivations behind and goals associated with have all been covered in the parts before to this one. Additionally, the following significant market findings have been discussed: features of demand and website functionality

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