THE RISING OF

IN INDIAN SCENARIO(PRESENT POSITION)

INTRODUCTION

IJSER

THE RISING OF E-COMMERCE IN INDIAN PRESENT SCENARIO

The E-COMMERCE market has seen unparalleled growth since last year . it is expected that E-Commerce will become $40 million by the year 2021 with increased of using mobile phone latops tablet , internet and work from home situation.

E-commerce has become widely accessible to both urban & rural areas . Foreign companies are investing huge some of money into Indian companies. Experienced international players **are taking interest in in Indian companies.**

E-commerce sector is growing in rural areas with most of the traffic coming frontier -2 and tire-3 cities since July 2018.

Amazon invested Rs.11400 crore in In India 2019-20 Flipkart Raises $3.6 billion in funding.

There are lot of big e-commerce companies like Snapdeal,Meesho, Flipkart,Myntra,Amazon, Shopeclues.com and jabong etc. are currently existing in Indian market. So healthy competition are growing up day by day. Because main mission is to build a good relation ship with customer , to build a trust of customer and make customer satisfaction.

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ELECTRONIC COMMERCE

THE RISING OF E-COMMERCE IN INDIAN PRESENT SCENARIO

ELECTRONIC COMMERCE are commonly known as E-Commerce , is trading products or services using computer networks such as internet . Electronic Commerce draws on technologies such as mobile commerce, Electronic fund transfer , supply chain management system and automated data collection system. Modren electronic commerce typically uses the world wide web for at least one part of the transaction lifecycle although it may also use other technologies such as email.

E-Commerce business may employ some or all of the followings:-

- **Online shopping website for retails sales direct to customer.**
- **Participating in online marketplaces which process third party business to customer or consumer to consumer sales.**
- **Business to Business buying and selling.**
- **Gathering and using demographic data through web contracts and Social Media.**
- **Business to Business electronic data interchange.**
- **Marketing to prospective and established customers email or fax . (for example with news letter).**
- **Engaging In Retail for launching New products and services.**

According to an associate chambers of commerce and industry of India survey "The online retail market in India may grow 70 billion ."

India has always been a land if great potential . The socio economic condition of the country has improved many fields after Independence and India is now emerging as one of the leading countries in the world. More over with a population of over 100 crore and a growth rate of above 6% it can be compared in a marketing giant . Hence it can be well judge why online shopping in India is rising at fast pace over the days. As Technology is spreading to the remotest villages and many job opportunities are presenting themselves the unemployment youth more and more people gaining awareness and the money to purchase expensive and luxoroius items over the internet.

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ONLINE SHOPPING

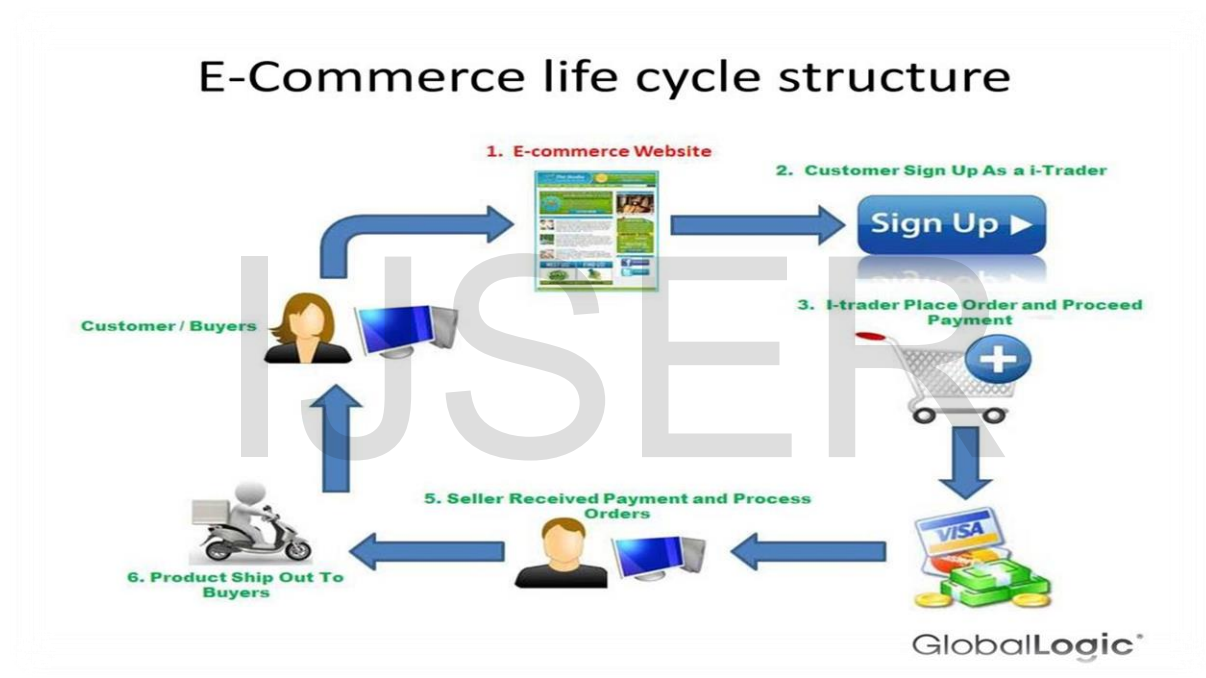## THE RISING OF E-COMMERCE IN INDIAN PRESENT SCENARIO

Well now I am going to discuss about the online shopping. Online shopping is the platform where people can get every thing what they need like food products, beverages, grocery, electronic goods(Mobile , Laptop, Television,Refregerator, Washing machine) Kitchen and home appliances(like gas oven , induction oven, dinner set, mixer grinder, pressure cooker, various kinds of furniture etc.), Mobile accessories, Car accessories, Gold, Jewelry, Men's &women's Accessories (like dress, perfumes, wallet, ladies bags , shoes, belt etc.), Babies Accessories (like diapers, bed, toys, dresses etc.) student accessories (like books, pen, pencil, copy etc.), Home decoration accessories(wallpaper, wall hangings, wall clock, flower vases, carpet etc.) gardening equipment's (like plant, plant tub, etc.). In mobile app. There are various E-commerce website we can find in India like Flipkart, Amazon, Myntra, Shopify, Meesho, Swiggy, Zomato etc. First four apps are for essential commodities & last two for food and beverages. It takes very few days to give delivery the order to customer.

So online shopping playing a vital role of our daily life. Now a days the grocery items already added as a different part in the e commerce website. People does not need to go for any market /shop. He or she just open his mobile/laptop/ desk top and going forward to order what ever he / she needs. And the order is delivered within sometimes / some days.

The invention has opened a whole new large number of possibilities for us. Not only we can communicate with the person we love within the moments but now a days many vital task-like jobs, shopping socializing and mainly can be done easily at the convenience of our homes. The concept of online shopping is a relative ly new one and it enables us to buying all our favorite goods and accessories over the internet. This not only saves time but also we can get the products at a much discounted price.

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THE LIFE CYCLE OF E- COMMERCE

THE RISING OF E-COMMERCE IN INDIAN PRESENT SCENARIO

Now a days millions of people using online shopping because of easier and convenient. instead of moving a physical shop customer use to buy at virtual shop because of saving time, choices of products, less price, delivery of product to customer door etc. almost any thing can be bought such as music, toys , clothing , cars, food & porn also. Even though some of these purchase are illegal we will be focusing on all the items you can buy legally on the internet. Some of the popular websites are e-bay itunes, Amazon, Hmv, Mercantile , Dell, Best buy, Flipkart, Snapdeal and much more.

[ONLINE SHOPPING PHASES]

ONLINE SHOPPING FROM PLACE AN ORDER TO DELIVER AN ORDER

BUYER -> E-COMMERCE WEBSITE->PRODUCT DATABASE->PRESS THE BUY NOW OPTION->SECURE SOCKET LAYER->CHECK OUT->CHOOSE THE PAYMENT OPTION(LIKE COD, CARD PAYMENT)->COMPLETE THE PAYMENT METHOD->PURCHASE REQUEST RECIVE TO SELLER-> DESPATCH THE ORDER-> PICK UP DONE BY CURIER-> SHIPMENT DONE BY THE CURIER FACILITY->PRODUCT DELIVERY BY CURIER->PRODUCT RECIVED TO CUSTOMER.

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SECURITY TOOLS

OF

E-COMMERCE

IJSER

THE RISING OF E-COMMERCE IN INDIAN PRESENT SCENARIO

E-COMMERCE SECURITY IS THE PROTECTION OF E-COMMERCE ASSETS FROM UNAUTHORIZED ACCESS, USE , ALTERATION OR DESTRUCTION . THER ARE VARIOUS DIMENSIONS OF E0COMMERCE SECURITY LIKE:

- ➢ INTEGRITY : PREVENTION AGAINST UNAUTHORIZED DATA MODIFICATION.
- ➢ NO REPUDIATION: PREVENTION AGAINST ANY ONE PARTY FROM RENEGING ON AN AGREEMENT AFTER THE FACT.
- ➢ AUTHENTICITY : AUTHENTICATION OF DATA SOURCE.
- ➢ CONFIDENTIALITY: PROTECTION AGAINST UN AUTHORIZED DATA DISCLOSURE.
- ➢ AVAILABILITY : PREVENTION AGAINST DATA DELAYS OR REMOVAL.

THERE ARE VARIOUS SECURITY MEASURES TO BE TAKEN FOR ONLINE SHOPPING LIKE:-

- ✓ FIRE WALLS : SOFT WARE AND HARDWARE
- ✓ PUBLIC KEY INFRASTRUCTURE
- ✓ ENCRYPTION SOFTWARE
- ✓ CRYPTOGRAPHY
- ✓ SECURITY CERTIFICATES
- ✓ DIGITAL SIGNATURES
- ✓ PASS WORDS
- ✓ BIOMETRICS-RETINAL SCAN, FINGERPRINTS
- ✓ LOCKS AND BARS-NETWORK OPERATION CENTERS

PURPOSE OF SECURITY

1. DATA CONFEDENTIALLY: IS PROVIDED BY THE ENCRYPTON /DECRYPTON
2. AUTHENTICATION AND IDENTIFICATION: ENSURING THAT SOME ONE IS WHO HE OR SHE CLAIMS TO BE IS IMPLEMENTED WITH DIGITAL SIGNATURES.
3. ACCESS CONTROL: GOVERNS WHAT RESOURCES A USER MAY ACCESS ON THE SYSTEM . USES VALIS ID'S AND PASSWORDS
4. DATA INTEGRITY : ENSURES INFO HAS NOT BEEN TAMPERED. IT IS IMPLEMENTED BY MESSAGE DIGEST OR HASINGS.
5. NONREPUDIATION: NOT TO DENY A SALE OR PURCHASE IMPLEMENTED WITH DIGITAL SIGNATURES.
6. PLAIN TEXT / CLEAR TEXT: MESSAGE HUMAN CAN READ .
7. CIPHER TEXT: UNREADABLE TO HUMANS, USES ENCRYPTION . REVERSE PROCESS IS CALLED DECRYPTION. A CRYPTOGRAPHIC ALGORITHM IS CALLED CIPHER. IT IS A MATHEMATICAL FUNCTION. MOST ATTACKS ARE FOCUSED ON FINDING THE KEY.

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SECURITY THREATS

THERE ARE 3 TYPES OF SECURITY THREATS IN E-COMMERCE.

(A) CLIENT THREATS: (i) ACTIVE CONTENT

   (ii) MALICIOUS CONTENT

   (iii) SERVER-SIDE MASQUERADING

(B)   COMMUNICATION CHANNEL THREATS: (i)CONFEDENTIALLY THREATS

   (ii)INTEGRITY THREATS

   (iii)AVAILABILITY THREATS

(C) SERVER THREATS: (i)WEB-SERVER THREATS

   (ii) COMMERCE SERVER THREATS

   (iii)DATA BASE THREATS

   (Iv) COMMON GATEWAY INTERFACE THREATS

   (V) PASSWORDS HACKING

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OF

THE RISING OF E-COMMERCE IN INDIAN PRESENT SCENARIO

(1) SAVES TIME:

ONLINE SHOPPING SAVES OUR HUGE AMOUNT OF TIME . WE CAN BUY ANYTHING OF OUR FAVOURITE PRODUCTS FROM OUR HOME AND NO NEED TO VISIT ANY STORE ARE MALL.

(2) COST EFFECTIVE

THE PRODUCTS CAN BE BOUGHT AT A MUCH DISCOUNTED RATE BY SHOPPING ONLINE . THIS IS BECAUSE ONLINE STORES OFFER HUGE DISCOUNTS AND EXISTING OFFERS ON THE PURCHASE OF EACH AND EVERY PRODUCT. THIS IS DONE TO ATTRACT MORE CUSTOMER FROM ALL OVER THE WORLD.

(3) OTHER FACILITIES

THE PRODUCTS ARE DELIVER AT OUR DOOR STEP WITH OUT ANY EXTRA CHARGE. MORE OVER IF WE FIND THEM NOT SUITED TO OUR PURPOSE WE CAN RETURN THEM WITHOUT PURCHASING ANY TIME. A PART FROM THAT IF WE DO PURCHASE THESE ITEMS AND FIND THEM TO BE DEFECTIVE THEN WE CAN RETURN THEM WITHIN FOURTEEN DAYS / 30 DAYS. AND WE WILL RECIVE THE REPLACEMENT ORDER/ MONEY BACK.

(4) SHOP ANY STORE FROM WORLD WIDE

NEVER AGAIN BE LIMITED GEOGRAPHICALLY MANY MERCHANTS DO NOT HAVE PHYSICAL STORES IN EVERY STATE , AND CERTAINLY NOT IN EVRY COUNTRY . WHEN WE SHOP ONLINE , WE CAN BROWSE THROUGH STORES AROUND THE BLACK OR AROUND THE GLOBE. DISCOVER AMAZING NEW ITEMS FROM EXOTIC PLACES THAT YOU PERHAPS HAVE NEVER HEARD BEFORE.

(5) SHIFTS YOUR GIFT DIRECTLY

WHEN WE ORDER ONLINE. WE CAN SEND GIFTS OR EVEN HAVE GIFT BASKETS DELIVERED DIRECTLY TO THEIR RECIPIENT. THIS MEANS WE CAN AVOID LONG WAITS, AS WELL AS WE CAN GET THE ORDER DELIVERY FASTER. MANY MORE STORES EVEN OFFER CUSTOMIZED CARDS AND GIFT WRAPPING TO GO ALONG WITH YOUR PRESENT.

(6) NO MORE WAITING IN LINE

MALLS AND RETAIL STORES CAN BE CHAOTIC , ESPECIALLY DURING A BIG SALE OR A HOLIDAY SEASON. PEOPLE GET SCARED FOR OUT OF STCOK OF HIS FAVOURITE PRODUCT WHICH IS VERY CHEAPER. NOW WE DON'T NEED TO WORRIED ABOUT IT. JUST CLICK ONLINE WHAT EVER WE WANT AND PURCHASE IT.

(7) THE INTERNET NEVER CLOSES

WE CAN SHOP ONLINE ANY TIME . ONLINE STORES NEVER CLOSE. ONLINE SHOPPING PLATFORM IS THE PERFECT PLATFORM FOR THOSE PEOPLE WHO ARE TOO MUCH BUSY .

(8) DECREASE UNEMPLOYMENT

YES, IT'S REALLY HELP TO DECREASE THE UNEMPLOYMENT BECAUSE TO RUN THIS BUSSINESS EFFECTIVELY WE NEED MORE MAN POWER FOR DIFFERENT DEPARTMENT LIKE OPERATIONAL , LOGISTICS ETC. It is creating opportunities for entrepreneurs to become 'service providers' to the larger e-COMMERCE industry by venturing into logistics, technology, services, marketing to provide customized solution. E-commerce has also given a boost to the cause of freelancers.

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Disadvantages of online shopping

1. Frauds in online shopping

Fraud in online shopping is the biggest disadvantage of online shopping. Many people are attracted by great offers which seem too good to be true. Fake online shopping portals display some great products on the website and attract customers to buy the product. Usually, websites which sell fake products instead of the genuine article, do not accept cash on delivery and request customers to make an online payment. But, in the end, customers will either receive the fake product or they will not receive the product at all. There are many cases of cybercrime where customers debit or credit cards details are misused to make fraudulent transactions.

2. Delay in the delivery

In case of offline shopping, you can receive the product then and there. But, this does not happen in online shopping. Even though it hardly takes 10-15 minutes to buy the product online, by the time it reaches your hands, it would be more than 4-5 days. During the big sales, e-commerce portals may take too long to deliver the product.

3. You can't touch the product

The sad part of online shopping is, you cannot touch the product and feel how it is. You can just see the image and read the description. Online shopping is not suitable for people who wish to buy the product only after trying it or by touching it.

4. You cannot bargain

Indians are good at bargaining. You can bargain only in case of offline shopping, not in the case of online shopping. In online shopping, you get cashbacks, discounts, and coupons, but this is not the same as bargaining. Trust me if one is good at bargaining, he can save a lot of money during offline shopping.

5. Hidden costs and shipping charges

When you first see the product on a portal, it generally looks cheaper. But when you proceed for the payment, the extra charges like shipping charges, tax and packing charges are added. These charges will make the product expensive vis-a-vis the local store. Some portals offer free shipping if you shop more than a certain amount. Sometimes just to avail free shipping, you end up shopping more than your requirement.

6. Lack of interaction

In case of offline shopping, sales assistants shower personal attention on customers and give complete details on the product. If you have any queries, you can ask right there. But, this does not happen in the case of online shopping. All you can do is see the picture and read the description. Some portals allow shoppers check the customer reviews.

7. Returning the product

There is an option to return the product, if you do not like it. But again, it is a big headache. The return policy differs from one company to other. In case of some online shopping portals, customers have to bear the cost of returning the product. If you return the product, you will not be paid shipping charges which you had paid earlier. If you are shopping for cosmetics like a lipstick, they can't be returned.

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OTHER REASON OF DISADVANTAGES

- SOME TIMES WE CAN SEE MANY OF CUSTOMER THEIR ORDER GOT CANCELLED DUE TO SOME INTERNAL ISSUES.
- AFTER THAT DUE TO SOME TECHNICAL ISSUES CUSTOMER DID NOT RECIVE THEIR REFUND ALSO.
- SOME TIMES CUSTOMER RECIVE DAMAGE ORDER ALSO .
- SOME TIMES SOME CURIER SERVICE PROVIDER (NOT FOR ALL CURIER) THEY REFUSE TO DELIVER THE CUSTOMER'S ORDER AT DOOR STEP. AND ALSO TAKE EXTRA CHARGES TO DELIVER THE ORDER.
- SOME TIMES SOME BRANDS (NOT FOR ALL) THEY DENIED TO INSTALL THE ELECTRONICS PRODUCTS SUCH AS TELEVISION, REFREGERATOR ETC.

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HOW

TO

THE

IJSER

E-commerce

BUSINESS

successfully

?

THE RISING OF E-COMMERCE IN INDIAN PRESENT SCENARIO

HOW TO RUN THE E-COMMERCE BUSINESS IN THIS COMPETITIVE MARKET?

ANSWER: NOW A DAYS IT IS A BURNING QUESTION HOW TO RUN MORE EFFECTIVELY A BUSINESS, BECAUSE ALL THE E-COMMERCE WEBSITE ARE CURRENTLY DOING A COMPETITION, AND want to prove THAT *I'M THE BEST* .THE FIRST AND IMPORTANT POINT IS TO GAIN THE _TRUST_ OF YOUR CONSUMER. _WHO IS CONSUMER_? CONSUMER MEANS A PERSON OR A HUGE AMOUNT OF PEOPLE WHO ARE CONSUMING A COMPANY'S MANUFACTURING PRODUCTS / SERVICES DAILY. _HOW TO GAIN A TRUST OF A CONSUMER?_ TO PROVIDE THE SERVICE / PRODUCTS ONTIME, PRODUCT QUALITY SHOULD BE BEST, IF ANY MISTAKES HAPPEN BY THE COMPANY, IT IS THE DUTY OF THAT PARTICULAR COMPANY TO PROVIDE THE PROPER RESOLUTION.

ORDER DELIVERY SHOUL BE ONTIME: THAT'S TRUE BECAUSE PEOPLE'S WHO ARE PLANNING TO GIVE A SURPRIZE GIFT TO SOME ONE, ESSENTIAL COMODITIES LIKE GROCERY ,MEDICINE, BABY PRODUCTS THIS TYPE OF PRODUCT CUSTOMER NEEDS ONTIME. IF IT IS GETTING DELAY IT WILL BE USELESS;BECAUSE ONTHAT TIME CUSTOMER FULLFILL HIS REQUIREMENTS FROM SHOP OR ANY OTHER WEBSITE. THE DISSATISFACTION CAN ARISE FROM HERE ALSO. IT COULD BE HAMPERED YOUR BUSINESS.

QUALITY OF THE PRODUCT MUSTBE BEST: IT'S OBVIOUSLY, SOME TIMES CUSTOMER GET BAD QUALITY OF PRODUCT, A PRODUCT WHAT EVER HE SAW ON WEBSITE AFTER GETTING DELIVERED HE GOT ANOTHER ORDER AND SUCH A BAD QUALITY ORDER, SIZE FIT ISSUE(LIKE DRESS, SHOES ETC.) , DAMAGE ORDER RECIVE (LIKE ELECTRONICS GADGETS, DRESS ES ETC.), INCOMPLETE PRODUCT RECIVE ETC. THIS KINDS OF PROBLEMS CAN HAMPERED YOUR BUSINESS AND YOU CAN LOOSE YOUR CUSTOMER TRUST. SO ALL THE ECOMMERCE WEBSITE KEEP IN MIND THEY HAVE TO PROVIDE THE GOO QUALITY OF SERVICE/PRODUCTS, BECAUSE CUSTOMER IS PAYING HIS MONEY AND AS WELL AS TIME.

CHEAPER PRICE & MORE CUSTOMER CENTRIC: ORDER PRICE SHOULD BE CHEAPER BECAUSE IF A CUSTOMER IS GETTING HIS ORDER AT CHEAPER RATE THAN A MALL/MARKET PRICE CUSTOMER WILL BUY MORE. AND HE ALSO CAN ADVISE TO OTHER TO BUY FROM THAT PARTICULAR WEBSITE. MORE CUSTOMER CENTRIC MEANS HERE I WANT TO FOCUS ON BIG DICOUNTS ON LARGE CATEGORY ORDER LIKE REFREGERATOR,BED, WASHING MACHINE , IMPORTED LAPTOP, MOBILE ETC. CUSTOMER WOULD LOVE TO GET IT.

SO THESE ARE THE MAIN FUNDA TO RUNNING A BUSINESS SUCCESS FULLY

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SIGNIFICANCE

OF

WAREHOUSE

SIMPLY IN ONE LINE I CAN SAY warehouse is a building for storing goods. Warehouses are used by manufacturers, importers, exporters, wholesalers, transport businesses, customs, etc. They are usually large plain buildings in industrial parks on the outskirts of cities, towns, or villages.

Centralization of Goods
Warehousing makes it easier to receive, store and distribute the goods as all the goods are stored in a central location. This helps in reducing transportation costs and increasing the value of goods as products are available at the right place, at the right time. Various other operations such as order consolidation, assembling, mixing and cross-docking of products etc. can take place under one roof, thereby adding value to the overall logistics system.

Economic Benefit
Through efficient operations, warehousing can cut down various expenditures including outbound delivery costs, shipping costs, transportation costs etc. Through warehouse management, a business can boost its competitive advantage by improving inventory accuracy, curtailing labor expenses, increasing flexibility and enhancing customer service plus responsiveness.

Effective utilization of warehouse space
An effective warehouse management also improves the available warehouse space on a continuous basis by locating the products in relation to receiving, packaging, and shipping areas systematically and effectively. This improved efficiency can greatly enhance productivity and cut inventory holding expenses, all of which can pay rich long-term dividends to the firm.

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<u>CONCLUSION</u>

LASTLY I WILL SAY THAT NOW A DAYS E-COMMERCE IS THE BOOMING SECTOR, AND IT IS UN STOPPABLE. BECAUSE THERE HAS LOTS OF BEST COMPANY THOSE WHO ARE ALWAYS TRYING TO PROOVE IT THAT "I'M THE BEST". SO IF PEOPLE ARE GETTING BEST SERVICE FROM E-COMMERCE SECTOR, THEY WILL NOT GO FOR ANY OTHER MARKET. SO IF PEOPLES ARE HAPPY SERVICE PROVIDER ARE ALSO HAPPY THEN THERE HAS NO PROBLEM .

EQUATION ARE
PEP=PEOPLE
SP = SERVICE PROVIDER
PF= PROFIT

CAN WE SAY LIKE THIS,

PEP+SP= PF

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