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## Prospects of e-commerce industry in India

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### Abstract

E-Commerce trade is flourishing in recent years due to the technology development and made ease in business transactions between the trader and the consumers. It is learnt that the E-Commerce is contributing to considerable level to the exchequer of Indian Economy. The study was undertaken as a project work to assess the trade performance of E-Commerce with the specific objectives of assessing the general characteristics of cross border E-commerce, Performance of E-commerce Institutions in India, Consumer dependence on E-commerce sites and the Government intervention to stabilize E-Commerce trade. Among the institutions, Wal-Mart found to dominate in terms of number of employees employed in an organization followed by Amazon found to dominate in terms of number of employees whom are accounted for one third to the total number of employees The discovery of internet and intranet applications has introduced a new way of marketing to the World which is E-commerce. The E-Commerce retail sales is found to be increasing in India and even a small consumer friendly produce produced in a remote city or village could be easily accessed because of the internet facility. Though the government organizations are taking efforts to enhance the E-Commerce based education in India, it seems to be inadequate to meet the growing sector. Hence, the University Grants Commission should make strident efforts to infuse such academic programs on E-Commerce education to promote the E-Commerce trade further.

**Keywords:** E-Commerce, performance of e-commerce, factors influencing e-commerce

### 1. Introduction

#### 1.1 Introduction to E-Commerce

**E-Commerce, also known as electronic commerce** or internet commerce, is an activity of buying and selling of goods or services over the internet or open networks. So, any kind of transaction (whether money, funds, or data) is considered as E-commerce. So, E-commerce can be defined in many ways, some define E-Commerce as buying and selling goods and services over the Internet, others define E-Commerce as retail sales to consumers for which the transaction takes place on open networks. The buying and selling of products, services, and digital products through the Internet all fall under the umbrella of e-commerce. Gupta (2014) <sup>[13]</sup> in his paper "E-Commerce: Role of e-commerce in today's business", presents a comprehensive definition of e-commerce while isolating it from e-business. E-commerce is a site where buying and selling of product or service took place through digital space.

Salehi M. *et al.* (2012) <sup>[14]</sup> compares both internets based as well as traditional marketing, digital marketing is more economical and faster way to reach out to buyer directly, and is the ideal way for business to advertise locally or internationally. As the result in case of comparison; both types of marketing can help traders and marketers to do business. Each has advantages and disadvantages. In traditional marketing consumers can see and touch the real goods or service but the domain of effect is low, on the other hand using of digital marketing will exceed the boundaries and introduce goods and services to the demographic of internet users. Also using the internet would be cheaper, faster and convenient for marketing. Approximately the advantages of digital marketing are much more than advantages of traditional marketing.

#### E-Commerce Markets

The global e-commerce market size was valued at USD 9.09 trillion in 2019 and is expected to grow at a compound annual growth rate (CAGR) of 14.70 per cent from 2020 to 2027. Increasing penetration of the internet is bolstering the smart phone-using population across the world.

Digital content, travel and leisure, financial services, and e-tailing among others constitute a variety of e-commerce options available to the internet accessing customer base that is gaining momentum with increased internet usage. Hence, technological awareness among customers is expected to have a positive impact on market growth. The growing importance of faster browsing has led to the development of connectivity, thus leading to the development of 4G and 5G technology. Implementation of 4G and 5G technology for connectivity purpose is expected to have a positive impact on the market growth as it provides an uninterrupted, seamless experience to the user. Moreover, the adoption of smart phones is gaining momentum at a significant rate, thus increasing the exposure of online shopping for the customer. Therefore, the growing use of smart phones is projected to propel the market growth over the forecast period.

Increasing number of small and medium enterprises is also projected to escalate the demand over the forecast period. Small and medium businesses are growing at a significant rate, especially in India, South Africa, and Russia. Initiatives such as Make in India and Start-up India have led to an increased number of start-ups in the country, which adopt the online marketplace for business, thus powering the market growth. Moreover, increasing consumer wealth is estimated to propel the market growth over the forecast period.

The global e-commerce market is expected to total of \$6.3 trillion in 2023. One of the greatest benefits of e-commerce is that you can sell your products and services to anyone, from anywhere. As long as a customer has access to your website, they can purchase from it, even if they're on the other side of the world. If you currently have a local or national presence, this strategy can give your brand the global presence it needs to enjoy unmatched growth.

By 2026, the e-commerce market is expected to a total over \$8.1 trillion. When one could say e-commerce is not a fad but a valuable long-term strategy, one can mean it. In just three years from now, it's supposed to take up trillions of dollars in market share. So what does this mean for our business? If one could not jump on the online sales bandwagon now, one can expect a likely miss out on a quantum of money.

### 1.2. Indian E-Commerce Industry

The Indian E-commerce industry has been on an upward growth trajectory and is expected to surpass the US to become the second-largest e-commerce market in the world by 2034. India's e-commerce sector is expected to reach US\$ 111.40 billion by 2025 from US\$ 46.20 billion in 2020, growing at a 19.24 Per Cent CAGR, with grocery and fashion/apparel likely to be the key drivers of incremental growth. The Indian online grocery market is estimated to reach US\$ 26.93 billion in 2027 from US\$ 3.95 billion in FY21, expanding at a CAGR of 33 Per Cent. By 2021, total e-commerce sales are expected to reach US\$ 67-84 billion from the US\$ 52.57 billion recorded in 2020. For the 2021 festive season, Indian e-commerce platforms generated sales worth US\$ 9.2 billion gross GMV (Gross Merchandise Value), a 23 Per Cent increase from last year's US\$ 7.4 billion.

### 1.3. Cross Border E-Commerce

Cross border e-commerce is defined as the business

transaction between different countries or which involved people or business from different countries. It is also defined as international online trade. The concept behind the cross border E-Commerce market is to purchase in one country and then delivered to another. As the lines are getting small many E-Commerce companies have put their products right in the center of the e-commerce warehouses and then fulfilled the consumers demand as same as anyone else.

Increase in trade liberalization, adoption of globalization, reduced cross line transaction formalities, penetration of mobile internet, development of retail industry and development level of consumer goods and services sector are some of the major factors for the growth of this market. However, shipping, logistics, customer demographic difference and changing international customer expectations are some of the factors which may hinder the growth of the market. Furthermore, technological advancement, government policies towards increased focus on trade and digitalization are some of the factors from which lucent opportunities are expected to grow for the market.

Globalizations are increasing rapidly across various countries due to the massive profits it comes with. In addition to this, the internet has also helped to increasingly interact with anyone in the world. The government is also adopting various strategies and policy to accelerate the globalizations as well. The advent of globalization have also increased the variety and volume of cross border transactions in products and services through widespread and enhanced technological advancement are also helping to increase the rapid globalization. In addition to this, globalization have also getting enhanced and driven by digital connectivity and flow of data thus which will help towards a greater global connectedness.

The increased access to smart phones and internet connectivity permitted the consumers to select the best online service provider for various needs. In this respect, this paper aims at addressing the leading firms whom are providing E-Commerce services and their performance is analyzed and presented well in this paper. In addition, the awareness that are exists with the consumers with regard to the E-Commerce trade.

## 2. Methodology

The research design is similar to broad plan or model that states how the entire research project would be conducted to deliver the goals put forth. It is desirable that it must be in written form and must be simple and clearly stated. The research is carried out as per the research design laid down in advance.

### 2.1. Period of Study

Since this project research is a short term study, the data collection was made intensively from different websites during 2022-2023 and the data collection for the study carried out from sample respondents during the period.

### 2.2. Method of Data Collection

The data collection was made from both primary and secondary data sources with respect to E-Commerce. The secondary data collection of the study involves the details of E-Commerce institutions, revenue, growth, volume of transaction in various E-commerce institutions in India. The data collected from different web sites of E-Commerce

institutions and the data are subjected to percentage analysis.

### 2.3. Primary Data Collection

The study consisting primary data for the objective of consumer preference on E-commerce websites which was collected by pre tested interview schedule. The pre-tested interview schedule for the consumers who are using E-commerce site for the purchase of product or service consists of general information of sample respondents age, name, frequency of purchase, factors influencing purchase, constraints associated with the usage of E-commerce sites has been collected and utilized for the study. However, focus was given only to awareness that is available to the consumers on E-Commerce sites.

### 2.4. Secondary Data Collection

The secondary data collected through various articles, journals and authorized websites. The data has been collected and validated to consider it as a source to our studies. Government policies in support of E-commerce, Strategies for improving E-commerce trade has also been identified and documented to meet the requirements of the study.

### 2.5. Sampling Design

The organizations who are dealing with E- Commerce were enlisted from the website sources and the top ten organizations dealing with e- commerce were chosen from the list in the first stage. Among the top ten e- commerce institutions, the organization whom are dealing with higher number of package distribution per annum to the consumers through the respective distributors and the value of the transaction made were enlisted and the top ten organizations were chosen from the list in the second stage.

In the third stage, the consumers whom are regularly receiving the good and services from the E- commerce institutions were randomly selected and interviewed forming a total sample of 50 by adopting a three stage purposive random sampling technique. The tools of analysis are used to analyze the data are as follows.

### 2.6. Tools of Analysis

The data collected was processed, classified, analyzed and are organized into needy tables objective wise in order to facilitate easy and accurate analysis and from which meaningful inferences could be drawn. The tools used for the study are

- Compound Annual Growth Rate.
- Percentage Analysis.

#### 2.6.1. Compound Annual Growth Rate (CAGR)

CAGR was used to project the growth of E-commerce in India by using the data on growth of E-Commerce for the past 10 years. By taking time as dependent variable and sales growth as the independent variable, the CAGR was worked out by using formula of the following form.

$$Y_t = AB^t$$

Where,

$Y_t$  = Volume of Sales growth during the year 't'

A = Constant term

B = Parameter to be estimated

T = Time measured in years

By taking natural logarithms on both sides of the equation, the following form was obtained.

$$\text{Log } t = \text{Log } A + t \text{ Log } B$$

$$\text{Taking log } A = a,$$

$$\text{Log } B = b,$$

$$\text{Log } Y = a + bt$$

The CGR is given by,

$$\text{CGR} = (\text{Antilog of } b) - 1) * 100$$

After finding the compound growth rate, it was substituted in the formula to project the results.

$$A_t = A_0 (1 + r/100)^N$$

Where,

$A_t$  = Projected growth of various institutions during the year 't'

$A_0$  = Growth in the base year

r = Compound Growth Rate

N = No. of Years

Using compound growth rate, the volume of growth was projected for the year 2025

#### 2.6.2 Percentage Analysis

Percentage means a number or a ratio represented in the form of fractions of 100. It is represented using the percentage sign 'Per Cent'. In other words, the percentage is defined as how much of one quantity is made by another quantity and it is evaluated in terms of 100.

$$\text{Percentage Per Cent} = (\text{Actual value} / \text{Total value}) * 100$$

Most of the tables are discussed appropriately using the percentage analysis.

### 3. Results and Discussion

The results are summarized under the following heads to highlight the prospects associated with E-Commerce business. They are,

- E-Commerce Institutions in India
- Profile of Indian E-Commerce
- Global Leaders of E-Commerce Business
- Growth of E-Commerce in India
- Gross Merchandize Value (GMV) Realized through E-Commerce in India
- Awareness Gained by the Consumers in E-Commerce
- Government Interventions in E-Commerce

#### 3.1. E-Commerce Institutions in India

E-Commerce Institutions are many in Indian environment. Though they are headquartered abroad, their branches are operating in India considering India as their potential market place. The E-Commerce institutions which are considered as principal firms in India and their characteristics are analyzed and the results are presented in different sections. The characteristics may be employee potential, coverage of population, product detail within the market to meet the customer demands and their size of business. Let us first discuss who are the toppers involved in promoting E-Commerce in India is a must. In this respect, these data are analyzed and the details are presented in Table 1.

**Table 1:** Major cross border e-commerce institutions in India

SL. No	E-Commerce Sites	Number of Employees	Percentage to Total Number of Employees
1.	Wal-Mart	23,00,000	50.61
2.	Amazon	15,41,000	33.30
3.	Target	4,40,000	10.65
4.	Alibaba	2,35,216	05.05
5.	E-Bay	11,600	00.33
6.	Etsy	2,790	00.06
	Total	41, 30, 610	100.00

Source: USA business.co.in

Table 1 indicated the details of presence of six firms who dominate the E-Commerce scene in India. Among the Six firms, Wal-Mart found to dominate in terms of size of employees employed in an organization which is arrived at 23 lakhs which is accounted for 50 per cent to the total number of employees followed by Amazon found to dominate in terms of number of employees whom are accounted for 33 per cent to the total number of employees which is arrived at 41.31 lakhs highlighted that the E-Commerce Institutions are employing the employees in higher number followed by Target and Alibaba are an E-Commerce institutions which are respectively had an employee strength of 10 and 5 per cent to the total number of employees to the credit of E-Commerce institutions. E-Bay and Etsy are found to have very smaller strength of employees. In this situation, an E-Commerce institution continuously dominating the E-Commerce means, there must be some strength in their favor to deal the issues differently and ably and hence the general profile of Indian E-Commerce institutions and their documentary evidences would be ideal.

### 3.2. Profile of Indian E-Commerce

Profile of Indian E-Commerce spell out their contribution in the E-Commerce trade in terms of GDP contribution, population covered in million, merchandise trade, internet users, GDP growth and the rank occupied in UNCTAD B2C E-Commerce Index and hence these results are analyzed and the results are presented in Table 2.

**Table 2:** Profile of India in E-Commerce

S. No	Particulars	India (2022)
1	Population in Million	1,406
2	GDP in Million USD	33,85,090
3	Merchandise Trade in Million USD	447,000
4	Internet Users in Million	700
5	GDP Growth in Percentage	06.10
6	Land Area in Square Km	2,973,190
7	Rank in UNCTAD B2C E-Commerce Index	71 / 152
8	Rank in International Telecommunication Union (ITU) ICT Development Index	131 / 167
9	Rank in Networked Readiness Index	61 / 131

Source: UNCTAD,

<https://networkreadinessindex.org>, [www.weforum.org](http://www.weforum.org), [www.itu.int](http://www.itu.int)

India ranked World eighth largest E-commerce market which had a trade value of 74 billion as of 2022 which accounts 0.90 per cent country GDP which has expected to become 2.50 per cent during 2030 AD (Statista.com). As future potential industry, India is reviving policies for the E-commerce trade. Table 2 revealed that the E-Commerce dwelling population is found to be 1406 million. Because of

their activation, the E-Commerce contribution to the GDP is arrived at 33.85 million USD leading to the Growth rate of 6.10 per cent. Merchandise trade due to E-Commerce is arrived at 4.47 lakh US Dollars. This trade is taking place between the business promoting points to the consumers directly, pronounced as B2C and the rank of India is arrived at 71 out of 152 in respect of E-Commerce Index given by United Nations Conference on Trade and Development (UNCTAD).

The UNCTAD B2B E-commerce index ranked India as 71 out of 152 countries which measure an economy preparedness to support on line shopping. The India is mocking towards growth to become the second largest E-commerce market in 2034 following the rank and trade volume of India has proven that the potentiality of India in emerging E-Commerce market in the world. India ranks 131 in Telecommunications Union Development Index and it holds 61st rank in Network Readiness Index which measures the capacity of countries to use ICTs for comparativeness and wellbeing.

### 3.3. Global Leaders of E-Commerce Business

At global level, there are few institutions are dominating the E-Commerce and hence interest lies in documenting the leaders and their rank which is presented in Table 3

**Table 3:** Global Leaders of E-Commerce

Sl. No	E-Commerce Websites	Rank at Global Level
01	Amazon.com	1
02	Ebay.com	2
03	Amazon.co.jp	3
04	Rakuten.co.jp	4
05	Etsy.com	5
06	Aliexpress.com	6
07	Amazon.de	7
08	Walmart.com	8
09	Wildberries.ru	9
10	Avito.ru	10

Table 3 outlined that among the global leaders of E-Commerce, Amazon.com; E-Bay.com is found to occupy the first and second ranks. In third place also, the subsidiary of Amazon has occupied. Wal-Mart found to position in eighth place.

### 3.4. Growth of E-Commerce in India

Growth of E-Commerce is discussed under the following sections. Under the head of growth, the Components of E-Commerce, Number of E-Commerce users in India and the Size of Business through the E-Commerce mode of business.

#### 3.4.1. Components of E-Commerce Trade

Flourishing of E-Commerce should be based on the support of consumers. The consumer support is possible to an organization if they could meet the consumer needs on day-to-day basis and analyze the type of product needs. The cross-border purchase of goods through E-commerce sites gains familiarity due to accessibility of various products through online. The momentum of popularity gained because of the products that are available for purchase is more competitive in nature because of the global comparativeness of the product. In this respect, these details are analyzed and the results are presented in Table 4.

**Table 4:** Major products purchased in India through cross-border E-Commerce

Sl. No	Products	Percentage of Purchase
01	Clothing	41.00
02	Consumer Electronics	30.00
03	Cosmetics	24.00
04	Others	05.00
Total		100.00

Source: World Economic Forum

The major products brought through cross-border sites are Clothing which is accounted for 41 per cent followed by Consumer Electronics had a share of 30 per cent. Cosmetics stand at 24 per cent of purchase and the rest held by other products with covers 5 per cent share which are showcased in Table 4. Among the products traded through the E-Commerce, the cosmetics found to be gaining due to higher interest and attraction.

### 3.4.2. Number of E-Commerce users in India

The discovery of internet and intranet applications has introduced a new way of marketing to the World which is E-commerce as it is convenient and cost effective for a seller to reach the consumer with availability of more produce with different qualities, different design and pattern. These game changing aspects of E-commerce, change of mindset of people by buying goods at E-commerce sites rather than purchasing products at stores this leads to increase of usage of E-Commerce sites. The acceleration of E-Commerce is mainly due to the involvement of number of buyers in this trade process and hence these details are analyzed and the results are presented in Table 5.

**Table 5:** Number of E-Commerce users in India

Sl. No	Year	Number of users in millions	Total buyers in million
1.	2016	290.1	71.50
2	2017	323.5	90.10
3.	2018	360.1	115.30
4.	2019	397.9	146.40
5.	2020	434.9	179.70
6.	2021	469.6	204.00
7.	2022	500.9	228.50
8.	2023*	511.21	250.92
9.	2024*	553.42	297.84
10.	2025*	595.63	344.76
CAGR		09.79	23.09

Source: Statist DMO; \* indicates predicted data)

Table 5 revealed that the users of E-Commerce sites have been increasing in India being India is an eighth largest E-Commerce market in the world. It tends to grow at the rate of 9.79 per cent in respect of number of users and the growth in respect of year to year buyers is arrived at 23.09 per cent. This has permitted the E-Commerce trade to become the second largest market in future. The predicted users of E-Commerce sites across India during the year 2023 is arrived at 511.21 millions and the same could reach to the level of 595.63 million and the number of buyers of products through E-Commerce is arrived at 344.76 million during the year 2025 indicating that the trade is growing at an increasing rate.

### 3.4.3. Size of Business through E-Commerce

Majorly there are two types of business which are designated as B2B and B2C indicates respectively of

Business to Business and Business to Consumers. There are firms who actively participate in the business through E-Commerce. In this respect, the participating firms and their size of business in terms of volume of sales in million is analyzed and the results are presented in Table 6.

**Table 6:** Size of business through E-Commerce Sites in India

Sl. No	E-Commerce Sites	Volume of sales in Million	Percentage of Sales
01	Flipkart	62000	61.79
02	Amazon	29200	29.10
03	Ajio	2082	02.08
04	Big Basket	1083	01.08
05	Jio Mart	900	00.90
06	Nykaa	640	00.64
07	Udaan	500	00.50
08	India Mart	500	00.50
09	Tata Cliq	445	00.44
10	Others	2987	02.97
Total		100337	100.00

Source: Startup talky, 2022

The Table 6 contains details of various firms operating in Indian E-commerce market and their trade volume has been delineated. The Size of Business majorly held by Flip kart followed by Amazon business respectively accounted for nearly 61.79 per cent and 29.10 per cent to the total volume of sales.. These figures indicate that the major chunk of sales has been achieved by Flip kart and Amazon business. The total volume of sales is arrived at 100337 million worth of business through E-commerce sites.

### 3.4.4. Growth of E-Commerce in India

Growth of E-Commerce deals with both retail and wholesale held every year. Hence the growth of E-Commerce in India according to trade volume is presented in Table 7.

**Table 7:** E-Commerce growth in India by trade volume

Sl. No	Year	Growth in Billions (USD)
1	2013	12.60
2	2014	16.00
3	2015	24.00
4	2016	30.00
5	2017	38.50
6	2018	41.90
7	2019	45.77
8	2020	52.57
9	2021	65.50
10	2022	74.80
11	2023*	89.76
12	2024*	104.72
13	2025*	119.68
CAGR		20.79

Source: Statist

Table 7 showed that the E-commerce industry in India is facing an exponential growth in the industry with a compound annual growth rate of 20.79 per cent between the years 2013-2022. During the year 2013, the growth volume is found to be at 12.60 billion US Dollars and the same was rose to 74.80 billion US Dollars during the year 2022. On predicting, the volume of sales is expected to reach 119.68 billion US Dollars. This indicated that the industry is able to generate higher revenue and higher employment opportunities across India.

E-Commerce retail sales are another aspect which delineate how and what extent the retail sales is taking place through the E-Commerce across India is also analyzed and the results are presented in Table 8.

**Table 8:** E-Commerce Retail Sales in India

S. No.	Year	Sales in Billion (USD)
1	2015	10.10
2	2016	15.50
3	2017	20.90
4	2018	26.80
5	2019	33.10
6	2020	34.70
7	2021	41.90
8	2022	50.10
9	2023*	61.62
10	2024*	73.14
11	2025*	84.66
	CAGR	23.77

Source: E-marketer 2021, \* Predicted Values

Though the results delineate only the sales volume in billion USD, efforts were taken to predict the sales volume that are possible during the year 2023 and 2025 are also analyzed and are presented in the discussion section. Table 8 showed the details of retail sales realized over the years. Table 8 highlighted that the E-Commerce retail sales is found to be increasing in India and even a small consumer friendly produce produced in a remote city or village could be easily accessed because of the internet facility and the same were found to be received through E-Commerce mode.

The growth of sales volume is arrived at a compound annual growth rate of 23.77 in India. Using this figure, the predicted sales volume during the year is arrived at 61.62 billion US Dollars and the same is expected to reach 84.66 billion US Dollars during the year 2025.

### 3.5. Gross Merchandize Value (GMV) Realized through E-Commerce in India

Gross Merchandize Value (GMV) is another indicator to assess the Performance of E-Commerce in India. The gross merchandise value is a term used in online retailing to indicate total sales in terms of monetary value for the merchandise sold through a particular market place over a certain time frame. GMV for E-commerce retail companies means the average sale price per item charged to customer multiplied by the number of items sold are mentioned in Table 9.

**Table 9:** Rise of Gross Merchandize Value of E-Commerce in India

Sl. No	Year	GMV in Billion (USD)	Percentage Increase in Sales Year to Year
1	2019	22	10.00
2	2020	25	13.60
3	2021	36	44.00
4	2022	49	36.10
5	2023	60 (172.73)	22.50
6	2024*	78	23.00
7	2025*	96	18.00
Compound Annual Growth Rate (CAGR)		30.72	

Source: Business Today

Figures in Parenthesis indicate Percentage increase in the GMV during 2023 over the base year 2019

Table 9 indicated that the GMV during the year 2019 was 22 billion US Dollars and the same was found to be steadily increasing over a period of five year and reached the level of 60 billion US Dollars. The percentage increase in the GMV during the year 2023 is arrived at 172.73 per cent indicating the potentiality of E-Commerce trade over the years and serve as a money spinner to the economy. The growth realized according to the Compound Annual Growth Rate is arrived at 30.72 per cent. With this level of growth rate, the growth in sales volume is forecasted for the year 2025 to the level of 96 billion US Dollars. Besides these, the sales volume realized through retail online sale is also analyzed and the details are presented in Table 10.

**Table 10:** Indian online retail sales

Sl. No	Year	Sales in Billions (USD)	Percentage increase in sales Year to Year
1	2016	15.50	18.00
2	2017	20.90	25.00
3	2018	26.80	22.00
4	2019	33.10	19.00
5	2020	34.70	4.6.00
6	2021	41.90	17.00
7	2022	50.10 (223.22)	16.00
8	2023*	58.11	13.00
9	2024*	66.13	12.00
10	2025*	74.14	10.00
	CAGR	16.03	

Source: forester

Figures in Parenthesis indicate Percentage increase in the online retail Sales Value during 2022 over the base year 2016)

The traditional retail business in India is facing lot of problems. To eliminate the middlemen role in the trading activity of farm and grocery items, the online retail business gets an identity and the same was promoted to resolve the problems faced by the retailers. It leads to the consumers to purchase the products directly at online mode which eventually increases online retail sales. Different retail online stores are available in India and they are operating the retail business in a diligent manner and hence their market share is analyzed and the results are presented in Table 11.

**Table 11:** Indian E-commerce retail market share

Sl. No	E-Commerce Venture	Market Share
1.	Flipkart	32.00
2.	Amazon	31.00
3.	Ajio	05.60
4.	Myntra	05.00
5.	Snapdeal	02.50
6.	Paytm Mall	02.20
7.	Tata Cliq	02.10
8.	Pepperfry	01.80
9.	Big Basket	01.80
10.	Others	16.00
Total		100.00

Source: Business Standard

The Indian E-commerce space is tending to full of comparative nature. All the leading E-commerce ventures hold their reputed positions in the market based on their Quality of service, Quality of Product, Affordability and ensuring Customer Satisfaction. The retail market share of Indian E-Commerce industry was majorly held by

predominantly two large players *viz.* Amazon and Flipkart with the market share of 63 per cent almost sharing each other followed by other players includes Ajio, Myntra, Snapdeal, Paytm, Tata cliq etc. Scope exists Ajio and Myntra to penetrate into the online retail sales.

### 3.6. Government Interventions in E-Commerce

E-Commerce is flourishing and contributing to the exchequer of a nation and hence the Government programs must be in the foot path to promote the E-Commerce trade is

of much more important and the needy one. Here, consumer awareness is visible, frequency of purchase is evidenced and frequency of visits made per annum by the consumers is evident. But the basic need is to promote the E-Commerce related education programs in India to address the E-Commerce with ease. In these circumstances, what kind of education programs which are needed to promote the E-Commerce is analyzed and the details are presented in Table 12.

**Table 12:** Details of E-Commerce Programs Offered in India

S. No.	Name of The E-Commerce Programme	Duration in Months	Eligibility	Number of Institutions offering
1.	Certificate programme in E-Commerce	06	10th	05
2.	Diploma in E-Commerce	12	10+2	04
3.	Post Graduate Diploma in E-Commerce	12	Graduation	04
4.	BBM (E-Commerce)	03 years	10+2	02
5.	B.Sc. (E-Commerce)	03 years	Graduation	02
6.	B.Com (E-Commerce)	03 years	Graduation	17
7.	MBA. (E-Commerce)	02 years	Graduation	01
8.	M.Com (E-Commerce)	02 years	Graduation	02
9.	M.Sc. (E-Commerce and Web Design)	02 years	Graduation	02
	Total Number of Institutions			39

Table 12 outlined that few of the academic institutions are providing basic knowledge on E-Commerce applications to the aspirants either through a diploma program or certificate program. These certificate program and diploma program is popular with 9 institutions across India. Post Graduate Diploma programs are offered in 4 educational institutions. Bachelor degree programs in E-Commerce are prevalent among the 21 institutions across India with three year duration. Post Graduate Programs in E-Commerce is prevalent among 5 academic institutions across India. MBA program in E-Commerce is available in only one institution which is to be expanded and it should be one of the preferred curriculums among the Indian Universities. University Grants Commission should make strident efforts to infuse such academic program to promote the E-Commerce trade.

### 3.7. Value of purchase made through E-Commerce sites by the consumers

Availability of money is one of the principal factors that influence the purchase decisions. In this respect, the consumers' opinion on how much you will invest for making purchase at a time with the different options highlighting less than Rs 1000 per annum, between Rs. 1000 to 5000; between Rs. 5000 to 10000 and Above Rs 10000/. Among these categories, the consumers are effecting purchase between Rs. 1000 and Rs. 5000 found to be the option for 30 per cent of the consumers followed by less than one thousand fall under another category (Table 13).

**Table 13:** Value of purchase made by the consumers per annum

Sl. No	Value of Purchase	Number of Respondents	Percentage to Total
1.	Less than Rs. 1000	12	24.00
2.	Between Rs.1000-Rs.5000	15	30.00
3.	Between Rs.5000- Rs.10000	11	22.00
4.	Above Rs.10000	06	12.00
5.	None	06	12.00
	Total	50	100.00

Source: Primary data collected through Survey during 2023

Table 13 outlined that around 22 per cent of the consumer respondents were effecting purchase of goods worth of Rs. five thousand to Rs. Ten thousand. Only 12 per cent of the consumers have made their purchases more than Rs. Ten thousand. None of the persons thought of addressing the E-Commerce portal that is accounted for at 12 per cent. While examining the value of purchase, that the middle class people are more interested in such online purchase from E-Commerce stores.

### 3.8. Awareness gained by the consumers in E-Commerce Applications

Usage of E-Commerce sites needs some awareness level. Besides they should know the operational aspects of computer or the smart phone which will be having several applications. The best of using the smart phones are possible if they acclimatized to the various applications. In this respect, how the consumers know about the E-Commerce operators are assessed and the results are presented in Table 14.

**Table 14:** Awareness gained by the consumers in e-commerce applications

Sl. No	E-Commerce Applications	Awareness of Consumers	Percentage
01	Flipkart	13	26.00
02	Amazon	10	20.00
03	Ajio	05	10.00
04	Tata Cliq	04	08.00
05	Big Basket	04	08.00
06	E-bay	02	04.00
07	Alibaba	03	06.00
08	Snapdeal	03	06.00
09	India Mart	03	06.00
10	Nykaa	3	06.00
	Total	50	100.00

Source: Primary data collected through Survey during 2023

Table 14 revealed that Flipkart application gained momentum of awareness with 26 per cent followed by Amazon with 20 per cent. The Ajio and Tata Cliq has

gained popularity after Flipkart and Amazon with combined awareness level of 18 per cent and other six E-Commerce applications combined to have a 36 per cent of awareness among the E-Commerce users. From that one could infer that the E-Commerce industry is gaining popularity among the common public and the effort has to be taken to educate the consumers and the youths on the E-Commerce Education so that better employment opportunities could be gained.

#### **4. Conclusions and Policy Implications**

Globally, there are 6 cross border E-Commerce institutions are the leaders. They employ higher number of employees. Wal-Mart found to employ higher number of employees followed by Amazon. Around 84 per cent of the employees are within these two firms. The major products brought through cross-border sites are Clothing followed by Consumer Electronics. Cosmetics stand at 24 per cent of purchase. The predicted users of E-Commerce sites across India during the year 2023 is arrived at 511.21 millions and the same could reach to the level of 595.63 million and the number of buyers of products through E-Commerce is arrived at 344.76 million during the year 2025 indicating that the trade is growing at an increasing rate. The Size of Business majorly held by Flip kart followed by Amazon business respectively accounted for nearly 61.79 per cent and 29.10 per cent to the total volume of sales. These figures indicate that the major chunk of sales has been achieved by Flip kart and Amazon business. The total volume of sales is arrived at 100337 million worth of business through E-commerce sites. Proper E-Commerce education is the need of the hour to push the E-Commerce trade further.

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