

E-COMMERCE IN INDIA: EMERGING TRENDS AND WAY FORWARD

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ABSTRACT

What we call "e-commerce" (or "e-commerce") is the practice of buying and selling products and services over the Internet, along with the associated transmission of information and money. Shopping online is what most people think of when they hear that phrase. The growth of India's online retail sector is astounding. E-commerce is unquestionably a business option that should be considered in the future. E-commerce forecasts indicate a significant increase in the number of businesses in our country. Increased internet usage on mobile devices has aided tremendous growth in Indian e-commerce in recent years. India's extensive internet usage and advanced technology infrastructure are contributing to the country's rapid growth in the e-commerce sector. As most people are unaware of internet fraud and corruption when they shop, darkness reigns. The main problem now facing the Indian e-commerce sector is that it allows for the swift and effective execution of financial transactions from any location in the world. The buying habits of future generations will be more at ease with internet shopping. In order to better understand e-commerce, this research was conducted. The researchers in this study gathered secondary data from the many online book and journal databases as well as relevant online shopping pieces. The research team behind this project set out to assess the potential and constraints of online shopping in India as it stands right now.

Keywords - E-commerce, Internet Commerce, E-Business, India, Amazon

1. INTRODUCTION

The practice of purchasing and selling goods and services through the internet is known as e-commerce or electronic trade and the associated transfer of data and monetary funds. Internet business or electronic commerce is another name for this practise. Most current inquiries concerning e-commerce concern the most efficient means of transacting business online; however, one of the most crucial concerns is the correct spelling of e-commerce. Everything is a question of taste; there is no such thing as right or wrong. Online sales have the potential to benefit businesses of all sizes, from mom-and-pop shops to global conglomerates.

Buying and selling goods and services over the Internet without the need for tangible contracts is

known as electronic commerce (or "e-commerce"). When people talk about "e-commerce," they typically mean conducting business over the Internet to buy and sell goods. Kalakota and Whintons (1997) define e-commerce as the buying and selling of digital and physical products and services over the Internet. They identified four distinct types of online commerce.

- a) Electronic commerce (or simply "e-commerce") is the exchange of data, goods, or money using electronic means of contact Electronic commerce.
- b) Electronic trade is the use of computers and the Internet to streamline business transactions.
- c) Businesses, customers, and upper management can all benefit from the tool's ability to cut expenses without sacrificing quality or turnaround time for delivered goods and services.
- d) The availability of internet marketplaces where goods and data can be bought and sold.

E-commerce, according to Kaur and Kaur (2015), directly connects producers, stakeholders, marketers, the government, service providers, and consumers. We call this type of transaction "e-commerce" (e-commerce). E-commerce is booming in India because it provides consumers with a reliable and hassle-free way to shop online. According to Rahman et al. (2017), Indians are the most likely to acquire and sell goods and services online. To put it another way, e-commerce has aided in the modernization of Indian society by making it more dependable and convenient.

E-commerce is a term that has just recently become popular. As a result, different organisations and professionals have varied viewpoints on it. "Electronic commerce" (also known as "Internet commerce") is the buying and selling of products and services conducted entirely in cyberspace, as defined by Mittal. (2000). According to Prasad (2001), The term "Electronic Commerce" describes the practise of conducting manufacturing, retail, and delivery processes over the Internet. of both tangible, intangible assets. Diwan and Sharma describe e-commerce as "all types of commercial transactions involving both companies and individuals that are based on the electronic processing and transmission of data, including text, speech, and visual image" (2000).

The term "electronic commerce" alludes to the purchasing and selling of any type of product or service by consumers, merchants, or businesses utilising electronic means (the Internet). E-commerce retail is the exchange of goods and services between an online merchant and a customer (usually the end consumer). Business-to-business (B2B) sales (Cisco, Alibaba), business-to-consumer (B2C) transactions (Amazon, Walmart), and consumer-to-consumer (C2C) transactions are only a few examples of the several types of e-commerce transactions (eBay). There were many factors that contributed to the expansion of the e-commerce industry prior to the COVID-19 pandemic, an increase in the number of product launches, and lower prices because of bulk buying. It is flawed. More exclusive products, lower commodity prices due to direct sales channels and economies of scale, as well as other factors, are all contributing to the global e-commerce market's expansion. The Global E-commerce Industry research includes products such as electronics, cosmetics and personal care, health care, and others. Due of unpredictability in worldwide consumer demand and supply chains, the COVID-19 outbreak caused damage to a number of sectors. The outbreak of COVID-19 and the subsequent closure of factories in China, the United States, and elsewhere have had a significant effect on the global e-

commerce supply network. The electronic device sector has been hardest hit by the COVID-19 epidemic. This is due to the fact that China is responsible for the majority of COVID-19 incidents. According to the International Trade Union Federation, China is the world's top producer of electronics and their components (ITUF). China imports the majority of its electronic components as finished goods, such as computers and home appliances, which are then exported. Yet the supply chain for electronics products has been disrupted by manufacturing closures, which is hurting the electronics e-commerce sector more (Impact of COVID-19 on the E-commerce Market, 2020).

In response to the epidemic, there was a swift shift to digital platforms, which increased online retail trade while also revealing limitations to fully harnessing e-potential. commerce's Many of them existed prior to the pandemic, such as the region's considerable digital divide and moderate but changing internet connectivity, as well as the region's modest level of financial inclusion on the one hand and limited digital financial services on the other

India has 830 million smartphone consumers, making it one of the nations fastest-growing industries.. Internet purchasing using mobile devices is also growing more popular in India. 40% use mobile wallets, 15% use credit or debit cards, and so on. India's consumers are increasingly adopting new smartphone technology, such as 5G.

India ranked third in terms of online shoppers in the fiscal year 2021 with 150 million, only behind the US and China. By the fiscal year 2026, that figure is expected to increase to 350 million. By 2020, India's e-commerce industry is expected to be worth \$50 billion, making it the eighth largest in the world. As a result, e-commerce businesses are no longer limited to traditional websites; rather, they are developing smartphone-based applications that make it simpler for customers to access and shop. This technique aids in boosting the amount of app users who ultimately become end users or consumers. The research shows that the e-commerce industry in India is expanding at a rapid rate.

LEARNING OBJECTIVES

- a) To assess the expansion of e-commerce following COVID-19..
- b) Determine whether or not e-commerce has evolved into a substitute source and constitutes the most advantageous option at this time..
- c) Must understand the principles of e-commerce..
- d) To assess where online business is at present in India.
- e) To Inquiring into the Pros and Cons of Electronic Commerce.

LITERATURE REVIEW

To determine the research gap for this project, the researcher researched the most appropriate literature. The attempt to provide a concise summary of the literature based on a few related international e-commerce studies is shown below. Salem & Nor (2020) empirically analysed the factors influencing consumers' inclination During the 2019 coronavirus disease (COVID-19) epidemic in Saudi Arabia, many businesses have turned to online purchasing. This study looked at ten different variables, including perceived utility (PU), perceived ease of use (PEOU),

subjective norms (SN), perceived behavioural control (PBC), perceived lack of alternatives (PLA), perceived risk (PR), perceived negligence (PR), perceived external pressure (PEP), and perceived government support (GSP). Online data was collected via snowball sampling from consumers of social media platforms. A total of 190 answers qualified as correct. Statistics reveal that during the COVID-19 pandemic in Saudi Arabia, PU, risk-taking, PBC, perception of a lack of alternatives, and government support all had a substantial impact on consumer intentions to adopt e-commerce. PEOU and SN, on the other hand, discovered that external pressures, risks, and perceptions of illegal activity had only a minor impact on customer intentions to use e-commerce.

Hasanat et al. (2020) wanted to know how the coronavirus affected internet businesses in Malaysia. According to the data, the most important industries are closed up, and the most prominent things come from China. This signifies that no products are imported or exported. As a result, Malaysian internet companies, particularly those selling Chinese items, are expected to suffer as a result of this deadly virus. With the help of the use and pleasure theory, Tran (2020) has included the pandemic fear restriction to the conceptual model. The main research methodology in this study was quantitative research and analysis. They are using a sample size of 617 internet users and the PLS analysis approach. This study shows that pandemic worry effectively reduces the relationship between PEEP, economic gains, and sustainable consumption. There has been a rise in the use of the Internet for commercial purposes in recent years.. To stay ahead of the competition, however, it is critical to develop strategies that take into account the many distinct types of online customers as well as the various elements impacting consumers' online purchasing behaviour. There are two types of online games. There are two types of shoppers: those who want to "address the problem" or buy something specific, and those who want "fun, fantasy, arousal, sensory stimulation, and gratification" (Hirschman et al.,1982; Babin et al., 1994). India's Online Retail Sector Booms Following the CoVD-19 Outbreak., a study paper by Sharma (2020), highlights the expansion of the online retail sector as a consequence of COVID-19 and how it evolved into a substantial source of parallel retailing in the post-pandemic period. In their article titled "E-commerce in India and the Effect of COVID-19," Gose et al., published in 2021, analyse how the COVID-19 epidemic has affected online shopping in India as a whole. as well as the elements that affect consumer behaviour while making purchases online.

Where we are now, importance, contribution, and challenges of the e-commerce industry in India are discussed in an Analytical Study of E-Commerce in India by Basheer (2020).

The book Future of E-commerce in India-2021 by Shewale focuses on the growth and development of the Indian e-commerce market as well as new trends and potential future developments.

Kotler (1999) The Internet is a kind of global communication based on the World Wide Web (www) (which gave rise to modem E-Commerce) Robinson & Kalakota (2000). E-business, a word coined by IBM, and e-commerce are often used synonymously. In any event, e-business is a part of e-commerce. Kaur and Khan (2002). For the first time in history, thanks to the development of computing and the Internet, electronic business—also known as commerce or

Internet business—has grown in popularity. Trivedi (2004) asserts that the attitude problem has been the biggest barrier to the adoption of e-commerce in India since for Indians, purchasing is comparable to a social event that requires celebration. India has a lot of space to expand in terms of e-commerce despite the several other barriers. According to Sumanjeet (2005), Businesses in India, like their global counterparts, are quickly adapting to the e-commerce boom and embracing e-commerce as a business tool. It has recently had a rapid expansion in India.

RESEARCH GAP

A examination of the literature reveals that the majority of studies on the Indian e-commerce market primarily focus on its growth before or during the pandemic and its potential. There are surprisingly few studies that have followed development of India's thriving online retail sector following the epidemic. Researching India's booming e-commerce industry in the wake of the epidemic, the researcher is thus striving to develop a study challenge.

SIGNIFICANCE OF THE STUDY

India's e-commerce market is growing quickly, and with a contribution of \$74.8 billion, it now ranks third globally, behind the US and China. The role of India's burgeoning e-commerce industry bears close scrutiny because it is one of the largest revenue-generating industries or retail sectors in the nation and one that had tremendous growth after the epidemic.

RESEARCH METHODOLOGY

The secondary sources consulted for this study's e-commerce research were catalogued in a number of databases of books, scholarly articles, and pertinent online publications.

THE STATE OF INDIA'S ELECTRONIC MARKET TODAY

Due to the Internet's extensive effects on our social ties, it now affects every part of our daily life. It is difficult to find time, and everyone is too preoccupied with their jobs, to travel to the bank to make cash transactions or withdraw money, or to the market to buy goods and necessities. Given these facts, it is no surprise that internet sales have become a key aspect of our culture, surpassing \$200 billion in total sales in 2010. The e-commerce sector is one of the most intriguing and dynamic in India. There will likely be growth in India's booming e-commerce sector in the coming years from \$48.5 billion in 2018 to US\$200 billion in 2026. More individuals are utilizing smartphones and the Internet, which has caused this increase. India's digital revolution is expected to cause the country's overall number of internet users to rise from 560.01 million in September 2018 to 829 million by 2021. India's online economy, which is largely driven by online sales are predicted to double from US\$250 billion in April 2017 to US\$650 billion in April 2020. India's online retail market is predicted to grow at the fastest rate in the world, 51 percent annually from 2017's \$39.2 billion to 2020's \$120.1 billion.

TOP TEN E-COMMERCE VENTURES IN INDIA IN 2021:

1. KikoLive
2. KiranaKart
3. Otipy
4. AgrimWholesale
5. Owo
6. Grabgear. in
7. SpotKwik
8. Getstors
9. SmolCoach
10. WikQik Rento

Together with them, Zomato, Sweegy, Big Basket, and other influential startups played crucial roles throughout the epidemic and the transition to the new normal. Later, they also made significant contributions to the economy by offering food services to the nation.

GROWING E-COMMERCE

The e-commerce industries and players, including Amazon, Flipkart, Myntra, Ajoio, Jio Mart, Shopsy, Meshoo, and others, play a significant role in the retail market by providing a variety of goods at competitive prices with various enticing schemes, like Amazon's Indian Festival Offer and Flipkart's Big Billion Days. Amazon and Flipkart are the two most well-known businesses in the retail e-commerce industry. The rural Indian Self-Help Group's items will now be sold on Amazon, according to their announcement.

In addition, a number of e-commerce companies give Indian customers a cheap online shopping experience by providing them with a range of marketing and selling possibilities using a variety of web platforms in addition to typical mobile applications at a reduced or concessionary price. Currently, e-commerce companies sell a variety of commodities via social media platforms and mobile devices. Social selling is the name given to this method.

TOP 10 MOST HOT-SELLING PRODUCTS

- a. Clothing
- b. Cell phones
- c. Stationery and books
- d. Toys and Games
- e. Footwear
- f. Jewellery
- g. Beauty and personal care
- h. Electronics
- i. Baby care products

j. Home décor

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GROWTH OF SOCIAL SELLING IN INDIA

Particular	Data
Total populations	1.39 Billion
Mobile Connections	1.10 Billion
Internet Users	624 Million
Active Social Media Users	448 Million

In India, 1.10 billion people use mobile phones, of which 830 million are smartphone users, 624 million access the Internet, and 448 million are engaged on social media, as shown by the aforementioned statistic. As a result, the majority of e-commerce companies use social media platforms to engage with clients utilising a variety of marketing techniques, including marketing automation, programmatic marketing, artificial intelligence, machine learning, etc. As a result, a lot of customers are drawn to these unique and diverse e-commerce business concepts. Many Indian consumers prefer the ROSO strategy of conducting both online and offline research. Social selling is consequently swiftly becoming as one of the most popular methods for boosting online sales. The use of social media by small enterprises and independent vendors has proved beneficial. The following are a few social media platforms:

I. WHATSAPP BUSINESS

Whatsapp is one of the most time-consuming programs, with an average weekly use of 17 hours and 2.5 billion active users worldwide, including 390 million in India alone. In 2018, WhatsApp released an enhanced version for enterprises. Since then, 5 million businesses have started using this upgraded app to promote their business activities through this social media platform. Compared to other social media platforms like Facebook, Instagram, etc., Whatsapp is among the most well-liked for doing so. According to available data, India is currently the biggest market for the Whatsapp Business app, with 50 million enterprises operating daily and 15 million users actively using the service each month. The study's findings are that 80% of social media businesses in India say WhatsApp helps them develop their businesses, and 84% of social media businesses in India believe WhatsApp helps them engage with clients.

II. FACEBOOK FOR MARKETERS AND BUSINESS

According to the information provided, 1.93 billion people were active users of Facebook in the third quarter of 2021, with an average visit lasting 20 minutes for each user. Five hundred ninety-nine million people in India utilize social media platforms. The research results include that 81% of businesses prefer video marketing on Facebook, 50% of marketers aim to boost spending in 2022, and 79% of marketers have admitted to purchasing paid advertising on Facebook, making Facebook the most significant social media network for business promotion.

III. INSTAGRAM

According to the report, Instagram ranks as the fifth most widely used social media platform with 1 billion users, coming after Facebook, YouTube, WhatsApp, and Facebook Messenger. Around 500 million users access the platform daily to view stories and spend an average of 30 minutes per day on the network. According to Instagram's analytics, 90% of users follow companies. 73% of marketers participating in another HubSpot poll of over 1000 stated they preferred Instagram for influencer marketing.

The statistic mentioned above indicates that Amazon India is the leading e-commerce company in the country, with 323.3 million active monthly visitors. In comparison, Flipkart is the runner-up with 230.5 active monthly visitors. In 2021, Limeroad will have 2.4 million active users, followed by Snapdeal (50.8 million), Myntra (44.3), Shopclues (8.7), Paytm Mall (3.2), Pepperfry (2.6), and Limeroad (2.4 million). The top two e-commerce companies in India are Amazon India and Flipkart.

1. AMAZON

Amazon is the most significant and dominant e-commerce business in India and internationally. In 2020, Amazon sellers reported US \$ 300 billion in sales, an increase of US \$ 100 billion from 2019. In the instance of India, There are over 100 million registered users on Amazon India at present and 218000 active sellers who have sold 168 million products. With a 47% market share, Amazon produced 11,028 billion dollars in revenue in 2020, an increase from 7,777 billion dollars in 2019.

The data above shows that Amazon has the most significant e-commerce player or e-commerce leader in India, with 63 million users and an 82% growth rate of its app. Amazon also recorded sales of Rs. 10 lacks with over 4000 small businesses, and 209 sellers became Crorepatis on Amazon Prime Day 2020.

2. FLIPKART

The information at hand indicates that One of India's most popular web stores is called Flipkart. As of 2020, it had over 200 million registered users and recorded revenue of INR 34,610 crore, up 12% from 2019. while also cutting losses by 18%. Almost 4,00,000 sellers are registered on Flipkart, including 2,50,000 small sellers, artisans, craftspeople, and weavers. Every month, Flipkart reported an average of 8 million shipments. In addition, 35% of vendors reported more outstanding sales during the Big Billion Days in 2020, and the number of merchants rose by 20%.

OPPORTUNITIES OF E-COMMERCE

The e-commerce sector is the fastest expanding market in India right now. Increasing demand and participation in online markets have contributed to the rapid development of the electronic trade sector., customers may experience interruptions from time to time, but it has also become a very professional field. Users can find a solution for all their daily needs on the e-commerce platform. It can be domestic or imported. Customers have wide brand awareness. People want to buy branded products instead of local products. It is good for them to be able to buy such products online and do so across borders. Electronic commerce enables fast and efficient financial transactions anywhere in the world. Future generations will find it easier to shop online. Every day there are more and more people: the use of the Internet is increasing. Consumers find shopping online more enjoyable. Continuous global expansion an online store can operate continuously from any place and at any time. There is always room for improvement. The target of the extension is a new or existing population that does not use online stores. High availability (2 hours a day, seven days a week): Things are done with every click of the mouse. Shop when it's most convenient, incredibly late at night for those who are too busy during the day to find time for themselves. E-commerce has a wide range of applications and a wider growth plan. It has always been a business with empty things. Filling the gaps is an ongoing process. This business expansion is also continuous. It is cheaper than traditional offline system. E-commerce companies have an important opportunity to advertise to a large audience through various social networks and websites, because it relies heavily on the online community and is linked to the fictitious universe. It serves as a platform to share in-depth product information with customers. Online shopping offers a complete answer to buy and pay for goods online avoiding various dangers and interruptions. People have the opportunity to quickly obtain product information from both domestic and foreign sources. The optimal solution is to provide superior customer service with low-cost, high-quality products delivered on time through online shopping. A merchant's ability to increase customer satisfaction helps expand his business. Online retailers can provide the highest level of customer satisfaction. The profits of this business are shared between traders and customers. It replaces the traditional business model by allowing people to do their business digitally without personal interaction, reducing costs and risks. E-commerce uses just-in-time (JIT) services because it depends on virtual markets, mainly the Internet. The ability for consumers and sellers to conduct business while relaxing in their surroundings is impressive. It is useful to minimize potential hazards. E-commerce is a technology that can replace traditional business operations and help reduce distribution costs and spread a company's reach across a country and sometimes beyond its borders. A traditional business often needs a large amount to cover marketing expenses.

CHALLENGES OF E-COMMERCE

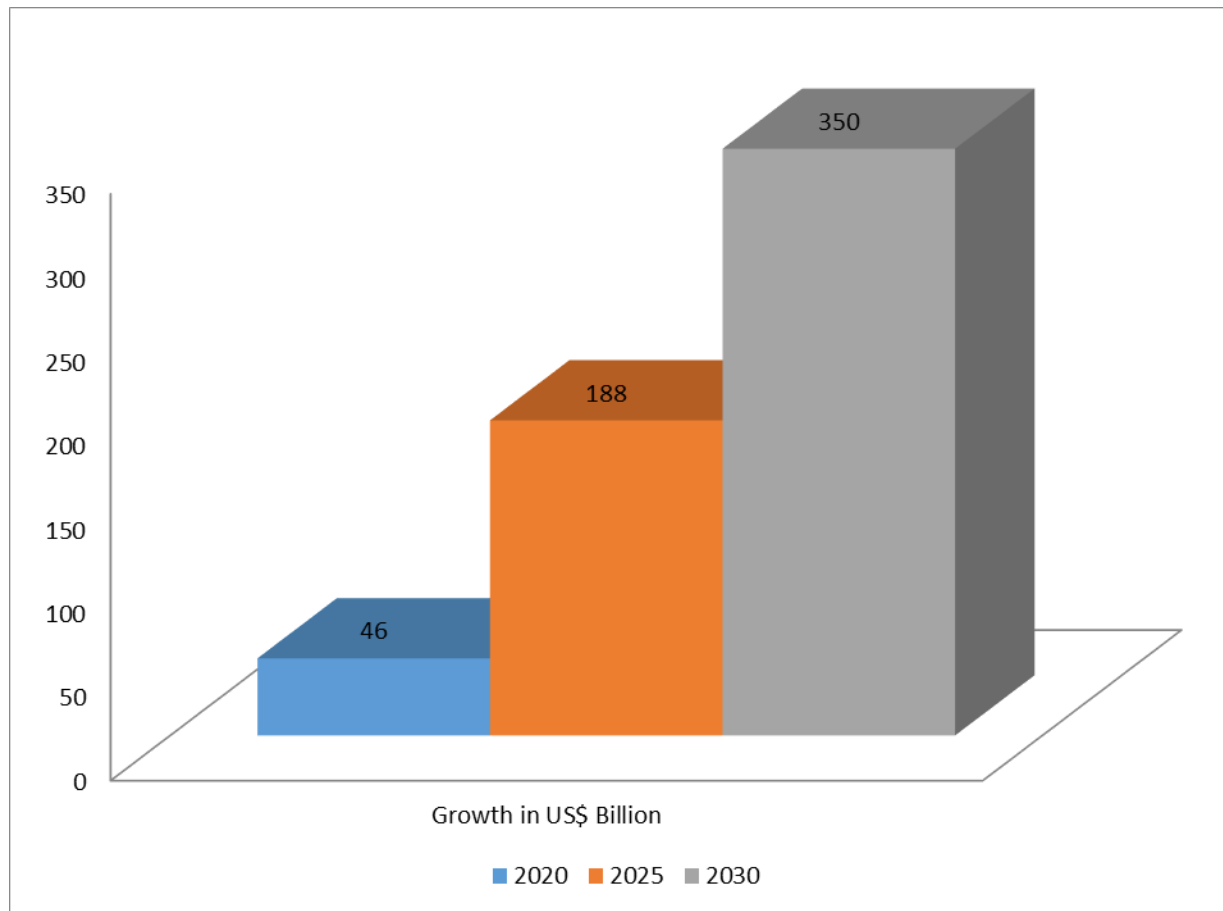
With more and more Indians gaining access to the Internet and using high-tech gadgets, the e-commerce market in India is booming.. However, India's e-commerce growth rate lags significantly behind other rich countries. There are many major problems and obstacles for an

online business owner. The security of online financial transactions is one of the most important obstacles preventing the country's internet industry from expanding without interruption. While the following issues have significantly affected various e-commerce sectors, Large web retailers like Makemytrip.com, Flipkart.com, and Snapdeal.com have found ways to adapt to the challenges they face, and their success is a good example of the industry as a whole doing trade with India. The number of people aware of internet and online shopping could be more encouraging. The existence and ways of using the Internet are still largely unknown to Indians. Online shopping needs to be better understood, even among urbanites with smartphone and internet usage habits. Darkness prevails because most people are unaware of online fraud and corruption while shopping. This is the most important challenge facing e-commerce in India right now. More people in India should have access to digital payment options, as all viable e-commerce platforms necessitate the use of plastic money such as debit cards, credit cards, internet banking, and mobile wallets.. This is one of the critical obstacles hindering the growth of the Indian business market. Positively, all major banks were nationalized. The COD option was developed by all e-commerce sites to address the security issue with online transactions that allows online customers to avoid paying online while ordering and prefer to pay on delivery. Although this seemed exciting to both customers and e-commerce platforms at first, it eventually turned out to be beneficial for them. The reluctance of many consumers to pay for the delivery of goods has led to significant transport costs resulting in lost sales and money. The Indian e-commerce industry faces a major hurdle that has its own pros and cons. Small e-commerce platforms and business owners need to pay more attention to the benefits of existing security software. However, larger online retailers can afford to install security software that provides excellent online protection for their customers. The protection of the user's financial information is very sensitive to virus and trojan attacks when trading on such platforms. To solve this problem plaguing Indian e-commerce, all e-commerce platforms must be SSL certified. E-commerce in India faces significant barriers, not the least of which is the widespread lack of access to electronic payment and banking methods. However, in recent years, some government-sponsored banks have begun providing debit cards to all of their account users. This is definitely great news for Indians who run online businesses. Indian buyers like to touch and feel an item before buying so they can be sure of its appearance and quality. However, India's online ticketing and booking market has grown because it has remained unaffected by these restrictions. But these problems continue to plague online stores selling clothing, jewelry, cosmetics, and accessories. Despite increased exposure to e-commerce and online purchasing, many consumers still have trouble getting over their reservations about transacting business via the Internet. It's not uncommon for people to be wary about providing their bank account, credit card, or debit card details online due to concerns about identity theft. This is still a major problem for online shopping in India. Delivery and shipping services in India have a long way to go before they are considered reliable. Having reliable logistics services is crucial to the success of any online company. However, India needs to catch up in this respect because many courier and logistics firms are unable to reach most cities and small villages. Shopping on the Internet is significantly hindered by the limitation of the services offered by companies providing courier services.

Another reason why e-commerce in India is developing more slowly than in other industrialized countries such as the United States and the United Kingdom is the tax rate structure of the Indian market. Unlike India's sectoral taxes, these countries have uniform tax rates across the board. This causes accounting problems for online businesses in India. The online store is vulnerable to a computer virus. Many thousands of virus developers regularly produce new viruses to steal information from people at all levels. In India, e-commerce is still under harassment. A computer virus presents a problematic obstacle to doing e-commerce in India. Customers and retailers need more trust in online business because they are worried about computer infections. For e-commerce in India to operate smoothly, the government should launch an anti-virus programme. Geographically and demographically, India is a major nation. Due to transportation expenses, an online retailer in one province must also adequately supply its products to other regions, delivery times and other related risks. Localization is crucial for fast delivery of products, which can quickly increase e-commerce. However, India takes it to another level. The faceless and international nature of online business offers many advantages, but also creates several problems.

THE EFFECT OF COVID-19 ON INDIA'S ELECTRONIC TRADE

In March 2020, the Indian government ordered a nationwide shutdown. Almost all sectors and businesses will be closed during this time, but the e-commerce sector will continue to supply all necessary goods and services to Indians in compliance with the COVID regulations. India's population is currently more dependent on e-commerce than the country's local retail market, and as a result, according to projections, the size of the country's e-commerce industry will increase by 21.5%, reaching \$7.8 billion by 2022. The market for digital goods is forecast to increase by 8% to \$111 billion by 2020 and to \$350 billion by 2030. This demonstrates the maturation and development of the Indian e-commerce market. By 2021, 830 million people in India are predicted to use smartphones. Additionally, mobile purchasing, social media, etc., are major forces in the growth of India's burgeoning e-commerce market. In light of this, the number of mobile shoppers is expected to grow over the next four years. 21% per year. According to currently available data, 10% of people buy with a mobile wallet, 15% with a credit or debit card, 15% with cash, and the remaining 35% with other payment methods. This indicates that the use of this payment method is contributing significantly to the expansion of the e-commerce industry in India. Grant Thornton estimates that Indian e-commerce will be worth \$188 billion by 2025 and \$350 billion by 2030, more than six times the \$6.2 in 2020, the era of the epidemic. India currently has 5,127 active trading companies, 2e-unicorns, valued at \$ 00 billion compared to \$ 6.2 in 2020



CONCLUSION

Finally, e-commerce companies or marketplaces play a crucial role during the COVID-19 pandemic and post-pandemic era by offering a variety of products at affordable, low or discounted prices according to consumer or customer preferences. They are very popular with Indian consumers and the online market is dominated by Amazon India, Flipkart, Snapdeal, Myntra and other major players. Today, social media markets have become very popular to connect with consumers or customers and are one of the most used platforms in India. Most online marketers use social media platforms to connect with customers to market and grow their business. India's population is more dependent on e-commerce than the country's local retail market, resulting in the country's e-commerce market growing by 21.5% to reach \$7.8 billion in 2022. By 2030, the online retail market is predicted to be worth \$350 billion, up from an anticipated \$111 billion in 2020. What this means is that the e-commerce industry in India is flourishing and growing. India is expected to have 830 million smartphone users by 2021, with social media, mobile shopping and other factors having a major impact on e-commerce. Therefore, the mobile business is expected to grow by 21% annually for the next four years.

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