Challenges Assessment for the E-Commerce Industry in India: A Review (With Special Reference to Flipkart V/S Snapdeal)

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ABSTRACT

The core aim of this research paper is to analyze the challenges faced by an E-commerce industry in India. The Indian Economy is proliferating day by day and E-commerce industry is playing an imperative and laudable role in its progress. Still there are enormous sectors that have been untouched by an E-commerce industry in India, particularly in its rural areas. Many consumers in India still follow the traditional purchasing method. Unfortunately, altering customer perception of online shopping has been quite a tough task for the E-commerce industry. According to a survey, India is ranked fourth in the world for its number of Internet users. So, it is expected that India would come into the top 10 E-commerce hub by 2020. Indian buyers are afraid to use new technology in its Initial stage. But, if an E-commerce company could provide proper feedback and knowledge to its customers for online purchasing, it would directly help to increase the sales of the E-commerce websites. This research paper gives a theoretical contribution for analyzing the hurdles in front of the E-commerce industry.

KEYWORDS
Challenges in E-Commerce, E-Commerce, India, Internet, Websites Mechanism

INTRODUCTION

E-commerce generally means the hiring and selling of goods and services via the internet with some monetary value. In India, E-commerce is an emerging business that is growing exceptionally well. However, the E-commerce industry still faces many challenges. (Applegate, 2001) This research paper is going to analyze the hurdles that are being faced by an E-commerce website in India. India is a developing nation where internet connectivity and infrastructures for information technology are still at fundamentally basic levels. (Bhattacharjee & Begum, 2012)

EVOLUTION OF E-COMMERCE IN INDIA

Amid the year 2000-2001, two noteworthy Industry Associations delivered separate reports on E-trade in India. One was set up by the National Committee on E-Commerce set up the Confederation of Indian Industry (CII), while the other was dispatched by the NASSCOM and arranged by the Boston Consulting Group. Both the reports are idealistic about the development of E-business in India. The Confederation of Indian Industry (CII) report gauges the volume of E-trade to develop to Rs 500 billion (US$ 10.6 billion) in the year2003. The NASSCOM-BCG report, then again, assesses for that year that the aggregate volume of E-business will be Rs 1,950 billion (US$ 41.5 billion). (Ahmad, 2001).

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TYPES OF E-COMMERCE

1. **BUSINESS TO BUSINESS (B2B):** Business-to-business (B2B) depicts trade exchanges between organizations, for example, between a producer and a wholesaler, or between a wholesaler and a retailer (Nemat, 2011 & Oxley & Yeung, 2001).

2. **BUSINESS-TO-CONSUMER (B2C):** Business-to-business (B2C) depicts trade exchanges between organization and consumer for example, between a producer and a buyer or consumer (Gayathri, 2009).

3. **CONSUMER TO CONSUMER (C2C):** Electronic trade includes the electronically encouraged exchanges between customers through some outsider. A typical illustration is the online closeout in which a customer posts a thing available to be purchased and different shoppers offer to buy it (Nemat 2011).

4. **GOVERNMENT-TO-CITIZEN (G2C):** It is the correspondence joins between a legislature and private people or occupants. Such G2C correspondence frequently alludes to what happens through Information and Communication Technologies (ICTs) (Kashyap & Borah, 2016).

5. **GOVERNMENTS TO BUSINESS (G2B):** Government-to-Business (curtailed G2B) is the online non-business cooperation amongst neighborhood and focal government and the business division, instead of private people (G2C), with the reason for giving organizations data and guidance on E-business ‘best practices’ (Tucci, 2001).

6. **GOVERNMENT TO GOVERNMENT (G2G):** Government-to-Government (G2G) is the online non-business cooperation between Government associations, offices, and powers and other Government associations, offices, and powers. (Clay et. al., 2002).

7. **BUSINESS TO GOVERNMENT (B2G):** Business-to-Government (B2G) is a subsidiary of B2B showcasing and frequently alluded to as a business sector meaning of “open area promoting” which envelops promoting items and administrations to different government levels - including elected, state and neighborhood - through coordinated advertising correspondences methods. (Cyr D et. al 2008)

8. **CONSUMERS TO GOVERNMENT:** Consumers to Government typically means is input to government through individual or gathering of persons. C2G applications more often than exclude charge installment, issuance of authentications or different records, etc. (Khetri, 2007)

9. **CONSUMERS TO BUSINESS:** Consumers to Business (C2B) is a plan of action in which customers (people) make esteem, and firms devour this worth. For instance, when a purchaser composes surveys, or when a shopper gives a helpful thought for new item advancement. (Shin, 2001).

**LITERATURE REVIEW**

The spectrum of literature review can be analyzed by the following aspects; the E-commerce market is growing rapidly. Technology is becoming more advanced, but it is still insufficient to the acceleration into E-commerce applications. E-commerce growth depends on proper identification of business needs & capabilities of business & information security. (Sengupta, Mazumdar & Barik, 2005). In the developing country, success depends on managing the E-business Model. We will absolutely need to know more about E-commerce in a developing world. All business models being seen in an evolving world are not similarly comprehensive. Still, most developing countries fail to gain the benefits of modern information and communications technologies. (Kshetri, 2007). Elaborated that Cash on Delivery (CoD) is a significant reason behind Flipkart Company’s success. Flipkart
An Evaluation System for IT Outsourcing Customer Satisfaction Using the Analytic Hierarchy Process
www.igi-global.com/chapter/evaluation-system-outsourcing-customer-satisfaction/19036?camid=4v1a

Generic Attributes of IS Graduates: A Comparison of Australian Industry and Academic Views
www.igi-global.com/article/generic-attributes-graduates/3555?camid=4v1a

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