

Study of the Current Trends and Opportunities of E-commerce and its Comparative Study in Rural and Urban Areas of India

Pankaj Kapoor
Research Scholar
Department of Commerce
Sarvepalli Radhakrishnan University
Bhopal, M.P, India

Dr. Manoj Kumar Khare
Professor
Department of Commerce
Sarvepalli Radhakrishnan University
Bhopal, M.P, India

Abstract: Electronic commerce, commonly referred to as electronic commerce, deals with products or services on computer networks such as the Internet. The positive and negative effects of e-commerce have an impact on physical or traditional retail formats in the trade field. And detecting the essential factors for the growth of e-commerce in India. To analyse the current trends and opportunities of e-commerce in India. And the comparative study of emerging e-commerce businesses in rural and urban areas in India. And the study of the emerging trends of e-commerce and its development in Indian prospects. It is clear that the Indian rural market is emerging as a preferred destination for marketers looking to hit volume. Companies struggling to survive in the urban market also show a positive coating. Before entering these markets, however, it is urgent to thoroughly study the rural dynamics and demographics or factors affecting demand in the target area, as the entire rural market cannot be considered as a homogeneous mass. In order to attract the masses from rural areas, E-Commerce Industries have introduced mobile applications to influence them, as well as vendors to buy and sell products/services on the mobile Internet. Rural Indians recognize the differences in their opportunities to learn new products and services in the electronic marketplace. The paradigms of rural markets are changing in the 21st century. Companies need to study needs, culture, behavior, etc. rural population and formulate various innovative strategies to explore the opportunistic and promising market. Success largely depends on the long-term vision. Creativity, innovative strategies and quick action to get started early mean more profit.

Keyword: E-Commerce, B2B, IOT, GST.

I. INTRODUCTION

Electronic business, regularly alluded to as electronic trade, manages items or administrations on PC organizations like the Internet. Electronic business depends on advancements like versatile trade, electronic cash move, production network the

executives, web advertising, online exchange preparing, electronic information exchange (EDI), the board frameworks stock and robotized information assortment frameworks. Present day online business normally utilizes the World Wide Web for at any rate part of the exchange lifecycle, yet it can likewise utilize different innovations like email. In the most straightforward case, business exchanges can be characterized as being done electronically. The European Commission characterized electronic trade in 1977 as follows: In the April 1997 release (ERCIM News n ° 29), it was accounted for that "Europe is falling behind the remainder of the world on its approach to society data". All things considered, numerous exercises are creating and a particular European direction will surely arise. This is occurring on three fronts: First, web based business is being utilized intensely in numerous European nations, including France, the Netherlands, Sweden and the UK. Besides, these public exercises will be united by another client association, Electronic Commerce Europe (ECE). Thirdly, the European Commission unites its various measures under a solitary helpful umbrella and calls for genuine execution activities with regards to ongoing ESPRIT topical calls. Internet business dependent on information handling, including writings, sounds, pictures. The organization includes different exercises like electronic trade of products and ventures, moment conveyance of advanced substance, field-tested strategies, community oriented plan and designing, electronic trade, public acquirement, direct showcasing and after-deals administrations. Electronic trade is the purchasing and selling of products and enterprises or the exchange of assets or information over an electronic organization, principally the Internet. These deals happen from one shop to another, shop to customer, buyer to shopper or purchaser to shop. The terms internet business and web based business are

frequently utilized conversely. The term e-tail is likewise in some cases utilized regarding exchange measures in online business. Web based business is finished utilizing different applications, for example, email, fax, online lists and shopping baskets, EDI (electronic information trade), record move convention and web administrations. The greater part of these exercises are business-to-business, for certain organizations endeavouring to utilize email and fax for spontaneous publicizing (by and large thought about spam) to purchasers and other likely clients, just as to send electronic pamphlets to endorsers. [1], [2]

II. LITERATURE REVIEW

Khosla and Kumar [3] Their logical report communicates that a part of the ordinary examples for web business in the near future are Omni channel advancement, claim to fame business, solidifications and acquisitions, passage of more nation markets, extended web displaying, revolve around organizations and the climb of mechanized portions can be a furor, better system and better store network the board.

Mahipal, D., [4] various phases of the Internet from 1995 to the current day are referred to in his work. Plus, the assessment deduces that there will be a tremendous improvement in the coming years, given the real design and online business are secure so local and worldwide trade can make.

Kumar, N., [5] Its report shows that the gigantic advancement in online business is depended upon to fourfold by 2021 appeared differently in relation to 2015. The essential drivers of this advancement will be mobile phones and web customers, public care, better internet services and digitization. The public power, the section of new monetary patrons and business managers will give buyers more broad portion decisions. Regardless, the public authority should discover approaches to set up a palatable legal construction and limit obstacles to improvement.

Seth, A., Wadhawan, N., [6] states that retailers need to extend their limits to be reasonable with the new time of mechanized business. Digitization isn't, now a choice, it is a requirement for all retailers. This could fuse changing game plans, planning development hypotheses and specific capacity with new advances.

Shahjee, R., [7] says online business has outfitted associations with a phase to display their various things and grant purchasers to quickly find the things they're excited about, which was tolerably inconvenient with ordinary publicizing.

Regardless of what may be normal, electronic business faces critical incites related to system capacities and a shortfall of PC and web data among customers, especially common purchasers.

III. OBJECTIVE

India is one of the largest growing economies of the world. There is heavy use of internet among Indian citizens. The main basic objectives of this research paper are -

- To focus on the concept and constraints of e-commerce
- To study the various challenges facing e-commerce in India
- The positive and negative effects of e-commerce have an impact on physical or traditional retail formats on the trade field.
- Detecting the essential factors for the growth of e-commerce in India.
- To analyze the current trends and opportunities of e-commerce in India.
- Comparative study of emerging e-commerce business in rural and urban areas in India.
- To study the emerging trends of e-commerce and its development in Indian prospects.

IV. METHODOLOGY

1. Method of Data Collection: Auxiliary information various hunts of a comparable sort were utilized to check the configuration and kind of graphs used to examine the information. Auxiliary information was gathered from different diaries, papers, online assets, information from different government reports, and distributed public and global papers. The fundamental auxiliary wellsprings of the investigation are the yearly reports of IAMAI, CRISIL, IIC, BCG, KSA Technopak, ASSOCHAM India, TRAI, IBEF, KPMG, Deloitte and Census of India, 2011. The diary's fundamental reports are International Journal of Business Management, Pacific Business Review International, International Journal of Economic and Social Research, European Journal of Marketing, Journal of Economic Research, Journal of Marketing, Journal of E-Commerce Research, and so on Goals of the investigation.
2. Type of Research Design: The examination is an unmistakable and exploratory examination. Depiction as in it alludes to the number of various boundaries given. Exploratory examination as in it gathers information from various boundaries and will in general set up

circumstances and logical results connection between the boundaries.

3. Parameter: - Several parameters are used to establish the relationship between the indicators. Digital shoppers, digital outreach, online sales, internet growth, and other similar metrics are used to provide a clear understanding of the metrics.
4. Data Representation:- The collected data is presented in the form of tables, graphs, pie charts and XY charts.

A. To Focus on the Concept and Constraints of E-Commerce

1. E-Commerce Industry in India

Internet business plays one of the significant parts in exchanging alternatives and makes it simpler to investigate them later on. Online business is affecting the change in outlook in the retail world. Online business conjectures show extraordinary development possibilities for the Indian economy. The client's web based shopping base is extended using the Internet of Things (IOT) and cell phone applications. Thus, Indian online business has been appreciating energizing development for quite a while. India has around 475 million web clients as of July 2019, which is around 40% of the populace. This number is required to arrive at 627 million before the finish of 2019. Despite the fact that it is the second biggest client base on the planet after China (650 million, 48% of the populace), online business infiltration is little contrasted with business sectors, for example, states United States (266 million, 84%) or France (54%) million, 81%) however is developing, adding around 6 million new participants every month. The business agreement is that development is at an intersection. In India, money down is the favoured instalment strategy as 75% of online deals exercises gather [8]. The interest for worldwide buyer merchandise (counting long tail things) is becoming quicker than the inventory of approved retailers and home-grown web based business contributions. In 2017 flip kart, Amazon, Myntra, Paytm and Snapdeal were the biggest internet business organizations in India. In 2018, Amazon beat flip kart and saw India's top of the line online business. Considering India's segment instalment framework and expanding web openness, the online business keeps on developing. In any case, the general retail open doors in India are impressive. Online business faces basic difficulties.

Web based business has changed the manner in which business is done in India. The Indian internet business market is relied upon to develop from \$ 38.5 billion out of 2017 to \$ 200 billion by 2026. The business' solid development has been set off by the developing utilization of the web and cell phones. The

country's present computerized change is required to build the absolute number of web clients in India from 636.73 million in FY19 to 829 million by 2021. India's web economy is relied upon to twofold from \$ 125 billion in April 2017 to \$ 250 billion of every 2020, generally because of web based business. India's online deals are projected to develop from \$ 39 billion out of 2017 to \$ 120 billion out of 2020, the most noteworthy on the planet with a yearly pace of 51%. The fast development of web based business in India is driven by more noteworthy selection of clients and more prominent comfort through the Internet as the provider or retailer sells items or administrations straightforwardly to the client through the gateway utilizing a shopping basket or shopping basket computerized, permits instalment by check card, Visa or electronic exchange. In the current situation, the interest for internet business markets and their space increments, as does the outstanding showcase or reach of a specific kind of administration. Online business is as of now arising in every aspect of business, from client support, to new item improvement and plan. The online business in India is becoming because of the wide scope of least value items offered by a wide scope of providers and clients on the Internet [9]. In these cutting edge times, all enterprises need to join online business on the grounds that the level of web clients in India is expanding. Online business in India is as yet in a development stage yet offers critical freedoms. "India permits 100% FDI in B2B internet business, showing the public authority's aim and commitment to the internet business area in India. The development of internet business in India is exceptionally subject to the accompanying sub-factors impacting the Indian economy in regards to the web based business industry in India [10].

Some of these factors are [10] –

- 1- Participation of niche companies in online trading
- 2- Unmatched FDI
- 3- Uniform GST

Table 1 E-commerce industry in India, source – (economic times, pwc, financial express)

| S.No | Year | E-commerce industry in India (US\$ Billion) |
|------|------|---|
| 1. | 2014 | 14 |
| 2. | 2015 | 20 |
| 3. | 2017 | 39 |
| 4. | 2018 | 50 |
| 5. | 2020 | 64 |
| 6. | 2025 | 188 |
| 7. | 2026 | 200 |

The Indian internet business area has encountered an upward pattern and is relied upon to overwhelm the United States to turn into the biggest internet business market on the planet by 2034. India is confronting the computerized transformation. "This is one of the fundamental reasons why the Internet has become a particularly significant piece of the conventional populace. [10]:-

1. Decrease in the subsequent price of broadband subscription price.
2. Change in urban India's
3. changing lifestyle Increase in netizens
4. Convenience of online shopping

Table 2 Number of digital buyers in India, Source:
<http://www.statista.com/statistics>

| S.No | Year | Number of digital buyers in India (In millions) |
|------|------|--|
| 1. | 2014 | 54.1 |
| 2. | 2015 | 93.4 |
| 3. | 2016 | 130.4 |
| 4. | 2017 | 180.1 |
| 5. | 2018 | 224.1 |
| 6. | 2019 | 273.6 |
| 7. | 2020 | 329.1 |

The Covid pandemic has assumed a significant part in mollifying fears of innovation reception. The economy is going through a significant primary change that is pushing organizations to go computerized. Individuals stay at home and shop on the web: the accommodation and comfort of this training has prompted a more lasting change in shopper conduct, and this pattern will proceed even after the pandemic has died down. India is moving to credit only installment and advanced installments, when thought about a comfort, have become a need during circumstances such as the present. Installment frameworks have demonstrated to be entirely dependable, reasonable and acquire the trust of everybody. As of June 2020, there were more than 481 million ATMs and 302 million POS exchanges utilizing a check card across India [11].

Table 3 Digital buyer penetration in India (Source – statstia.com)

| .No | Year | Penetration percentage (%) |
|-----|------|----------------------------|
| 1. | 2014 | 30.3 |
| 2. | 2015 | 37.3 |
| 3. | 2016 | 48 |
| 4. | 2017 | 52.3 |
| 5. | 2018 | 60 |
| 6. | 2019 | 64.4 |
| 7. | 2020 | 70 |

Table 4 internet penetration rate in India (source- statstista.com)

| S.No | Year | Internet penetration rate (%) |
|------|------|-------------------------------|
| 1 | 2007 | 4 |
| 2 | 2008 | 4.4 |
| 3 | 2009 | 5.1 |

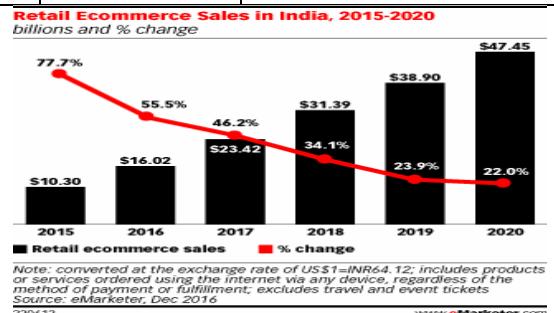
| | | |
|----|------|-------|
| 4 | 2010 | 7.5 |
| 5 | 2011 | 10.1 |
| 6 | 2012 | 12.6 |
| 7 | 2013 | 15.1 |
| 8 | 2014 | 18 |
| 9 | 2015 | 27 |
| 10 | 2016 | 34.8 |
| 11 | 2017 | 34.4 |
| 12 | 2018 | 38.02 |
| 13 | 2019 | 48.48 |
| 14 | 2020 | 50 |

Table 5 number of internet users in India (source-statista.com)

| S.No | Year | Number of internet users in India in millions |
|------|------|---|
| 1 | 2015 | 302.36 |
| 2 | 2016 | 342.65 |
| 3 | 2017 | 422.2 |
| 4 | 2018 | 493.96 |
| 5 | 2019 | 636.73 |
| 6 | 2020 | 696.77 |
| 7 | 2021 | 761.29 |
| 8 | 2022 | 820.99 |
| 9 | 2023 | 876.25 |
| 10 | 2024 | 927.44 |
| 11 | 2025 | 974.86 |

Table 6 market size of e-commerce industry across India (source- statista.com)

| S.No | Year | Value in billion US dollars(\$) |
|------|------|---------------------------------|
| 1 | 2014 | 14 |
| 2 | 2015 | 20 |
| 3 | 2017 | 39 |
| 4 | 2018 | 50 |
| 5 | 2020 | 64 |
| 6 | 2021 | 84 |
| 7 | 2025 | 188 |
| 8 | 2027 | 200 |



Note: converted at the exchange rate of US\$1=INR64.12; includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets
Source: eMarketer, Dec 2016
220612
www.emarketer.com

B. The Positive and Negative Effects of E-Commerce Have an Impact on Physical or Traditional Retail Formats on the Trade Field.

This investigation analyses the interchange between different variables that impact client conduct when shopping on the web and buying disconnected electronic gadgets through disconnected retailers. Web shopping alludes to new advancements where everything can be purchased at home.

These factors are trust, time, item assortment, accommodation and security which decide how customer shopping conduct reflects internet shopping patterns. The methodological examination of the outcomes shows that trust and accommodation would altogether affect the choice to purchase carefully or not. Trust is viewed as the main factor impacting the buying conduct of clients towards internet shopping among the more youthful generation [12].

1. Commercial Effects

While many people believe that e-commerce has had a negative impact on the retail market, it may not be entirely the case. While the small retailers were certainly negatively impacted, the larger brands were able to develop their retail sector. This concerns those who have relied solely on the traditional business method. Demand from shoppers has increased as the e-commerce market grows and they are demanding more than just buying goods. A healthy experience that leaves the buyer pampered is expected in any retail store. Tools such as mobile ordering and door-to-door delivery are available in small retail stores. Those who were willing to do so did well while the rest appear to have been influenced.

On the other hand, the shopper's mindset to physically touch and see the product has ensured the business continuity of many companies, including apparel, jewelry, vegetables, electronics, etc. Many consumers also have to physically test products before buying them. It is reported that while over 200 million users in India use the internet, only about 32 million people shop online. Another aspect that helps offline sellers keep up is the lack of internet access. Most people do not have access to the internet and still depend on traditional businesses for their daily and special needs. Many still feel the need to be physical. The impact of online orders, including breaking during shipping, distribution of defective / incorrect products, after-sales difficulties, slow distribution, poor usability in remote areas, and most importantly, lack of personal attention, are factors which make the retail business successful in India. Many large companies that only have online outlets (such as Lenskart) have also opened physical stores to address these issues. High quality products are also expected to be purchased offline. By comparison, web ads can also be much simpler than physical ads. Many companies create videos with an emotional / social message that can instantly become popular and silently promote their brand identity. Visiting the stores as this is a general experience (like taking a break from the daily journey) that online stores cannot provide [12].

C. Key Trends Driving E-Commerce in India

1. Government activities acquiring energy: The Indian government has effectively upheld the utilization and utilization of computerized internet business stages to change and arrange conventional disconnected business sectors like farming items, and so on Since 2014, the Indian government has reported different activities, to be specific Digital India, Make in India, Start-up India, Skill India and Innovation Fund. The opportune and successful execution of these projects is probably going to help the development of online business in the country. The public authority has dispatched an electronic commercial centre stage to interface ranchers to various states' commands to sell farming items [9].
2. Digital India: One of the most aggressive and significant tasks at any point imagined is Digital India, which centers around the change of India into an economy dependent on information and computerized strengthening. The three most significant territories that have been distinguished are the development of advanced framework as a center administrations program, empowering taxpayer-supported organizations to residents on request, and computerized strengthening of residents.
3. Start-up India: The objective of this program is to assemble a solid biological system to advance "development" and "dramatic new companies". The Indian government has made strides, for example, offering monetary help through an asset of assets (with an assortment of INR 10,000 Crore). "Start-up India Hub" (a focal contact point for the beginning up environment), charge exceptions for the initial three years, quicker exits for new businesses are only a couple ventures among numerous others.
4. Make in India: In view of India's industrial development, the most important measures taken by the Indian government are: improvement of the business environment in the country, manufacturing and foreign direct investment in key sectors. The important pillars of this program are "research and innovation" and "a favorable business environment".
5. Skill India: To fill the skills gap, the Indian government has set a preparation focus of 40.2 crores under the new National Skills Development Policy by 2022. The activity incorporates the National Skills Development Mission, the arrangement of public improvement of abilities, and business 2015.
6. Some of the main initiatives of the government to promote the e-commerce sector in India are as follows [9]:

- The Government Electronic Market (GeM) marked a Memorandum of Understanding with the Union Bank of India to empower a credit only, cardless and straightforward installment framework for a scope of administrations in October 2019.
- In February 2019, the Government of India distributed a draft public internet business strategy that supports unfamiliar direct interest in the internet business market model
- In request to expand the support of unfamiliar parts in the internet business space, the Indian government has raised the restriction of unfamiliar direct venture (FDI) in the internet business market model to 100% (in B2B models).
- Significant ventures by the Indian government in the presentation of the 5G fiber optic organization will help reinforce web based business in India.

7. Expanded Internet Penetration The online business area in India has developed with the expansion in Internet infiltration because of critical enhancements in the media communications framework. As 3G and 4G administrations are found in India with declining information rates, web information spending is expanding significantly. Despite the fact that India is the least in Asia regarding web speeds, information speeds in India are multiple times less expensive than in the US and a large portion of that of China. Government projects like a National Fiber Optic Network (NOFN) can significantly build Internet entrance in rustic networks and empower online business organizations to open the gigantic market potential in this country. [13].

8. Growth in smartphone adoption the growth of smartphones has been massive over the years and is expected to grow faster in the years to come. The adoption of smartphones in India is driven by various factors, such as: Low prices due to stiff competition, easy access to content and provision of Internet services. According to a report, India holds the highest share in the world with 41% of mobile e-commerce sales. According to leading ecommerce companies, nearly 70-75% of online traffic from ecommerce sites comes from mobile phones, and thus more revenue comes from mobile apps like 50% for Flipkart and 70% for Quikr. [13].

9. The improvement of new cash-on-delivery arrangements has been the most well-known instalment strategy for online business exchanges in India. Money exchanges include high regulatory expenses, in any event, for internet business organizations. To address these difficulties, new advanced instalment arrangements are being created. What's more,

Indian government activity extended financial offices through the Jan Dhan Yojana program, which added in excess of 110 million check cards to give these clients admittance to electronic instalments. E-wallets and advanced instalment items from customary banks have been acquainted for quicker exchanges with work on the instalment interaction in web based business [13].

10. Collaborations in the logistics space with hyperlocal companies and Indian Post customers to receive the products the next day. With the challenges of returns, higher standards of customer service, and handling of high volumes, the industry has seen the rise of several third-party logistics service providers handling last-mile deliveries. There is an increasing number of partnerships between e-commerce companies and external logistics service providers to serve primarily in Tier 2 and Tier 3 cities. Large ecommerce companies also have their own logistics arms to enhance the experience. Customer and better control of deliveries [13].

11. GST to help the development of web based business GST ought to apply a complete and brought together roundabout duty framework that applies to the stock of labor and products in all states. Execution of the GST ought to incorporate the help charge, focal utilization charge and extra traditions obligation at the focal level, just as the CST, VAT and personal expense at the state level. It will improve the operational productivity of the online business area severally, for instance by making cross-line charge straightforwardness and disentanglement in India, dispensing with twofold tax collection and improving store network proficiency. Internet business changes the existences of millions of individuals, yet there are likewise numerous individuals who lean toward disconnected shopping. On the off chance that web based business will have a tremendous effect in the years to come, these patterns make certain to influence organizations. [13].

C. To Analyse the Current Trends and Opportunities of E-Commerce in India

1. The Opportunities Of E-Commerce Are As Follows [14]:

- Lower Cost: Online business is cost-effective that decreases coordination issues and offers private ventures the chance to rival goliaths like Amazon.com, Flipkart.com, or General Motors. Additionally, in the business banking measure, it exhibits its proficiency in diminishing expenses contrasted with manual exchanges to online exchanges where the distinction in sum is Re. 0.50-0.01 per exchange.

- Economy: Web based business can be viewed as an economical business style that requires no actual stockpiling or manual exchange. This must be finished with the help of a web-based interface and a novel inventive item offered to the client, in consistence with the financial spending plan of the item as indicated by the requirements of the organization.
- Higher Margins: Online business implies keeping a higher edge in business. For example, the expense of the exchange when handling an aircraft ticket can associate with 5 rupees. As indicated by visit administrators, a similar ticket can be prepared in Re.1 with the most elevated edge. Accordingly, the organization can make more benefits with the assistance of internet business and controls and saves time during which manual exchanges are done through electronic media.
- Better Customer Care Service: Online business implies giving a superior and quicker support of the client. A productive online assistance makes clients more joyful. They give clients their very own record where they can pick their preferred administrations, along these lines setting aside time and cash. Today, numerous organizations' items and administrations are measured on a Mi premise, with an exceptional accentuation on giving productive client benefits consistently. For instance, Homeshop.18, Flipkart, Ola Cabs, Flort are clinical applications, and a lot more spotlight a great deal on the delight of client care.
- Quick Shopping Comparison: Web based business gives a typical stage on which clients can analyze their items prior to making a buy. For instance, stop online purchasers like Flipchart, Amazon, and so on Where clients can look at items prior to purchasing, which builds trust in the item and makes excited client brain research about the item, administration, and friends.
- Team Work: In internet business, the email interaction is truly outstanding and most effective models where representatives can cooperate by sharing different data and answers for the issue in the working environment. A typical stage is likewise made on which providers, providers, colleagues and clients are associated with one another to trade musings, data and qualities for the best future outcome.
- Knowledge Market: Internet business likewise offers new companies the chance to give their novel thoughts the assistance of their approaching money for the future business advancement of the organization. For instance, the Aditya Birla bunch has many online interfaces that attention on various

spaces of the retail area, offering freedoms to novices by showing their items on their entrance, keeping up numerous negligible edges, and making a unique information market.

D. Comparative Study of Emerging E-Commerce Business in Rural and Urban Areas in India

1. Emerging E-Commerce Business in Rural Areas in India

The solid development of web based business in the Village is totally vital. The Indian country market offers most online business fans and hopeful business people undiscovered potential to turn into a market chief. Nothing has been done since autonomy to empower the spread of business items in the field inside the geographic boundaries of India. In this manner, there is an earnest need to speed up the development of retail and web based business exercises in rustic zones [15].

India has gotten quite possibly the most assorted nations on the planet and more than 70% of the Indian populace lives in the towns or rustic spaces of India. Thusly, the populace utilizing the web is moderately something very similar in provincial and metropolitan regions. India positions second in number of web clients out of 451 million dynamic web clients as indicated by IAMAI. This number incorporates both metropolitan and rustic territories. With different government activities pointed toward extending the picture of computerized towns where however many individuals as could be expected under the circumstances can utilize the Internet offices, the quantity of Internet clients is expanding drastically [15].

The improvement cycle happens in the shopper market as in rustic India. The second period of the customer market started during the 1990s. This stage created because of the constant changes of the Indian economy. Current showcasing has advanced to satisfy need in metropolitan business sectors. The city and the nation comprehend that this mentality isn't sufficient to address India's issues. Diverse showcasing procedures to open the rustic market require security. In the quick speed of provincial India's essential utilization and country salaries, FMCG organizations in these areas are pushing interest for better infiltration of the developing record. The FMCG area in rustic zones is relied upon to develop by 40% contrasted with 25% in metropolitan zones. The Indian country market is intriguing and motivating. The provincial market in India is continually becoming contrasted with the metropolitan market which is serious. The advancement of rustic advertising surely prompts the coordination of different monetary areas like agribusiness, industry, protection,

transport, banking, money, and so on from a promoting perspective, the market structure in India is dichotomous with provincial and metropolitan business sectors. In any case, there are some extraordinary distinctive highlights that plainly require the advancement of particular promoting procedures to adjust to provincial and metropolitan market conduct.

2. Status of E-Commerce in Rural India [15]

E-commerce in rural India is on the rise as the online shopping trend has become a trend in recent years. Most people tend to acquire different forms of community and use different services through online platforms. This practice is not limited to urban areas but has proven effective in rural areas of India. There is a high prevalence of the internet and mobile people in rural areas of India. The Indian government spares no effort in fiber-optic connectivity between all the villages and small towns, taking care to make India digital on a large scale. In this context, the Indian government aims to provide the benefits of online services to citizens living in villages or rural areas of India.

Considering the history of sales over the past few years, the growth of e-commerce has been incredibly phenomenal. In 2018, total sales via e-commerce as a medium were approximately \$ 38.4. All retailers should take care to bring their products to online platforms, as online presence is critical for successful business development.

3. E-Commerce Revolution Not Only For Urban Areas and People Living There Because [15]

- The country populace overwhelms the Indian economy as a critical segment of the populace lives in rustic regions.
- Conversely, individuals living in metropolitan regions are accomplished, innovatively progressed and more slanted to spend and address their issues.
- Under these conditions, web based business or another industry should discover a harmony between the two populace gatherings.

4. Challenges Faced By E-Commerce Companies in Rural Areas [15]

1. Ineffective and incompetent Internet services: Due to wasteful and internet Internet administrations in most country territories inside the geographic lines of India, web-based business exercises in provincial zones can't

work as expected. From a more extensive perspective, just 18% of the number of inhabitants in a country territory approaches the web, which has become a significant test for online business and influences its endurance in rustic territories. Albeit that rate will increment in the years to come, today is a test.

2. Lack of Trust: It is a reality that the majority of individuals living in country spaces of India think that it's hard to believe the items sold online for dread that the items will be harmed or taken. Hence, all organizations need to assemble an establishment of trust before they can harden their underlying foundations in country zones or towns of India.
3. Problem of poor transport infrastructure and connectivity: Another major and more troublesome test is the helpless vehicle foundation in most rustic spaces of the country. Items that are conveyed in metropolitan zones inside a couple of days will require a long time to arrive at a provincial location. On the brilliant side, notwithstanding, web based business organizations routinely incorporate socioeconomics of provincial India. They are working with the Indian government and neighbourhood networks to profit by this gigantic potential however deficient piece of the pie.
4. Currency Challenge: The cash challenge is probably the greatest test for the vast majority of the online business exercises of the towns working on the boundaries of India. Various nations have distinctive fare and import determinations. Hence, issues with Visa cut-off points and money trade rates assume a negative part in web based business, which controls the smooth running of every single online buy. Presently, web based business site advancement is done so that you can exploit different installment choices that make it simpler for clients.
5. Payment methods: Money down isn't accessible in all towns, so we need to bring issues to light on online exchanges as it likewise collects trust issues in regards to online cash exchanges.
6. Lack of awareness: In country India, numerous individuals are uninformed of the web based shopping measure, which is likewise a test for the organization. Consequently, there ought to be a mindfulness interaction for buying items on the web.
7. Personalization is a challenge: It is without a doubt perhaps the most squeezing difficulties for providers with regards to online business in the country and hardened rivalry with retail locations.

5. e-commerce in rural India- a win situation [15]:

- The booming trend of web-based business in provincial India and metropolitan territories is basically relentless. Shoppers perusing on the web are offered an assortment of choices like style, value, brands, accommodation, and so forth
- In ongoing years we have seen the fast development of the Indian advanced program, which interfaces the vast majority of the towns through optical fiber with the presence of the Internet in practically every one of the towns.
- Due to the inescapability of the Internet, rustic populaces profit from any online assistance for them that has changed their lifestyle and set out work open doors for them.
- The presence of the Internet has made an enormous measure of online business in-country of India, as individuals purchase all family items from one spot. The retailer can likewise feature their item online which makes a huge after for them.

6. E-Commerce in Rural India: A Scope [15]

- E-commerce in the country of India offers retailers and little enterprises, for example, creates better approaches to get their items on the web and track down a compelling method to work together.
- The presence of Internet administrations in rustic spaces of India has assisted individuals with getting to the items they need any place they need. It has given rustic purchasers sufficient elbow room to pick an alternate and better way of life, and online business organizations can frame gigantic client bases by addressing the necessities of individuals living in the country of India.
- Indian postal administrations can associate anyplace on the planet. Its turn of events and development has been a cheerful excursion. It made itself felt in the most far-off spots of India. More than 1,555,000 mail centers in far-off territories are associated with present products to clients, paying little mind to far-off areas. It is a positive demonstration wherein the online business industry is focused on aiding our nation go computerized through the coordinations channel. In the course of recent years, Indian Postal Services has joined forces with roughly 400 internet business destinations.
- E-business has created social changes locally, particularly in rustic zones. Web clients in provincial zones are regularly younger than 25. Hence, among youngsters, there is the additional opportunity of acquiring more profitable items dependent on their interest, which changes

their way of life and furthermore assembles trust in their consideration and in the age of new items.

- Role of the Hindrise Foundation: The Hinduism Social Welfare Foundation works with different conventional channels, for example, existing online business exercises and arising web based business exercises to improve the availability and attention to internet business offices in rustic spaces of India. Execution of different projects. As the social government assistance NGO in India, the Hindrise Foundation, along with online business organizations, reacts to the yearnings of the provincial populace. We accept online business is more applicable in towns than in metropolitan spaces of India. A couple of years prior it was a tidy up room, yet as of late much more has been never really start the online business wave in country India. [15]

7. Internet's rising growth influencing online rural shopping [16]

The internet is playing an increasingly important role in Indian commerce and its influence will inevitably increase urban and rural consumers, influencing their online shopping behavior in rural areas. Internet users in India reached 627 million in 2019 due to the rapid growth of the internet in rural areas, according to market research firm Kantar IMRB. 97% of users use mobile phones to access the Internet. 42% of Internet users are women. In urban India internet usage increased by 7%, while rural India experienced a digital revolution with internet usage increasing to 35%. Internet penetration in rural India increased from 9% in 2015 to 25% in 2018, which accelerated online shopping in the countryside. The following reasons bridged the digital divide between urban and rural India and had a positive impact on online shopping in rural areas.

- Increased bandwidth.
- Cheap data plans
- Increased awareness because of government plans.

The 200 million rural people who have the same aspirations as their urban counterparts have become a viable market that should not be underestimated. They caught the attention of India's leading e-merchants and rural start-ups on their way to the Ribbons. Ribbons: same aspirations, different platforms. It is interesting to know that the internet has become very popular these days in small towns and villages, where users access the internet on a daily basis to meet their entertainment and communication needs while shopping online in rural areas.

With the advent of the internet, India has witnessed something of a revolution in the online shopping market as many Indians shop online for everything from clothes to furniture, dog food to electronics, etc. The huge benefit of e-commerce has transformed the way urban Indians shop and is slowly but steadily changing the shopping landscape in rural India.

8. Rural Vs urban consumer behaviour

Rural and urban buyers contrast by the way they settle on buying choices. Accomplishment in advertising relies upon understanding the contrast between the two. The dealers disregarded the uninformed townspeople without realizing that genuine India lives in the towns. Adi Godrej, leader of the Godrej bunch, clarifies: "The provincial shopper is requesting and the rustic market is dynamic. At its present pace of development, it will before long overwhelm the metropolitan market. Advertisers need to comprehend that provincial clients know about the estimation of cash and can't buy modern items that improve the essential elements of the items. It is difficult to get provincial clients to attempt another item since they are more brand faithful than their metropolitan clients. Provincial clients are more engaged with buying choices and more affected by their families [17]. Country individual's purchase more after the gather season, as their fundamental type of revenue is horticulture, while metropolitan customers can stand to purchase throughout the entire year. Organizations, for example, Hindustan Unilever, ITC and Amul have figured out how to overcome rustic business sectors with projects and missions, for example, "Khushiyon Ki Doli", "E-Choupal" and "Current Advertising Campaigns". Different organizations entering rustic business sectors are Coca Cola, Britannia, LG, Philips and Colgate Palmolive [18]. Rustic customer conduct is affected by various complex factors like accepted practices, customs, standings and social traditions, and these components greatly affect provincial purchasers than on metropolitan shoppers [19].

Buyer conduct in metropolitan zones contrasts altogether from that of country shoppers regarding elements like security, brand, credit accessibility, insurance, abroad collaboration, client care, and the most recent innovation. In any case, they do a similar with regards to strength and cost prior to choosing to purchase a shading TV. The buying conduct of the country and metropolitan populace of Punjab comparable to the hour of their buy isn't critical. H. They act a similar way. In provincial zones, 51% purchased when required and 12% after gather [20].

9. Factors Motivating the Rural and Urban Consumers to Purchase Online

The internet shopping conduct of rustic customers is unequivocally impacted by close to home advantages, trailed by friendly attributes, site capacities, item data and publicizing capacities. Similarly, the web based shopping conduct of metropolitan purchasers is emphatically affected by close to home benefit, trailed by site capacities, social attributes, item data and publicizing capacities. Individual advantages and social qualities persuade both metropolitan and country purchasers the same to shop on the web. While site capacities, item data and publicizing highlights are bound to rouse metropolitan customers to shop online than provincial customers. This is on the grounds that metropolitan buyers are more educated, value cognizant, and put more accentuation on advancements and limits. Because of the expanded consciousness of items and brands, metropolitan shoppers like to think about item data prior to buying. It can hence be inferred that the elements that propel the purchasing conduct of rustic and metropolitan online buyers are not the equivalent [21].

10. Barriers Abstaining the Rural and Urban Consumers from Making Online Purchase

There isn't a lot of contrast among rustic and metropolitan clients as far as close to home boundaries; H. They frustrate the shopping conduct of provincial and metropolitan purchasers the same. While installment issues, specialized issues and item boundaries are the hindrances to internet shopping that influence country purchaser's more than metropolitan customers. This might be on the grounds that provincial buyers might not have credit or check cards to use for installment or the mechanical issue with the web association is a hindrance to web based shopping. Country shoppers like to go to the conventional market to shop as they consider it to be a family trip and like to truly check the item prior to buying. [21].

E. To study the emerging trends of e-commerce and its development in Indian prospects

Organizations need to explore different avenues regarding distinctive showcasing patterns and devices to discover what turns out best for them. Arising patterns incorporate influencer advertising, augmented reality, and computerized reasoning. Advertisers should cautiously choose the most pertinent and late web based showcasing patterns for their brands. Realizing your clients well is the critical factor for the development of an

organization. How they purchase, what they purchase and how they respond to the advertising methods utilized by organizations are significant. With web based showcasing patterns, web based shopping will be simple for clients [21].

Some of the emerging trends in e-commerce are [21]:

Artificial Intelligence: Artificial intelligence and machine learning are the conversations of the digital marketing industry. They are useful for any business and can be affordable. With AI tools, product recommendations can be emailed using machine learning. One of the most accessible elements of artificial intelligence is that of chatbots, which:

Communicate with customers immediately, Collect data, Track customer behavior

Provide personalized answers to customer questions with machine learning

Machine learning: Machine learning will change the e-commerce industry. You can use machine learning to stop problems before they even arise. You can also customize your search results based on your previous purchases and browsing history. Technically, machine learning can help detect fraud. They track data over time. So if something is wrong, you will probably be notified. This helps prevent withdrawals and purchases made with stolen credit cards. In the long run, it will give customers more confidence in you.

QR Codes: Any customer with a mobile device can scan these QR codes. QR codes are a newer technology. They can increase landing pages or engagement and drive traffic to social media platforms. Encrypting the QR code makes the process curious. It can mysteriously market your brand and increase sales. Here's how to use QR codes in marketing:

- Associate the product packaging with your online store
- Offer great discounts and freebies
- Drive customers to your social networks and content platforms
- Link it to your comment page

Influencer Marketing: With the ascent of online media, public consideration has moved to the computerized scene. This implies that the old publicizing strategies have gotten outdated. Brands are going to influencer advertising. Organizations can

command the notice of somebody who as of now has their crowd's ears. It's imperative to construct a more extensive crowd and better brand notoriety to use the range of influencers. This pattern in web based promoting is tied in with interfacing, very much like advertising today. You can cooperate with influencers to convey them:

- Discount codes
- Competitions and contests
- Giveaways and getaways

V. RESULT

This measurement shows the top nations dependent on the development in web based business retail deals in 2019. During the deliberate period, online deals in Mexico expanded by 35%. The nation was positioned as the main quickest developing web based business country in 2019. India's online retail deals expanded by 31.9% and the nation positions second among the top internet business nations fast development. This energizing area is home to more than 350 million online customers, yet not at all like China or Japan, it's not yet immersed with global retailers. Twofold digit development in internet business in arising Asian business sectors was prodded by the presentation of business sectors like Flipkart in India and the extension of coordination's and broadband foundation.

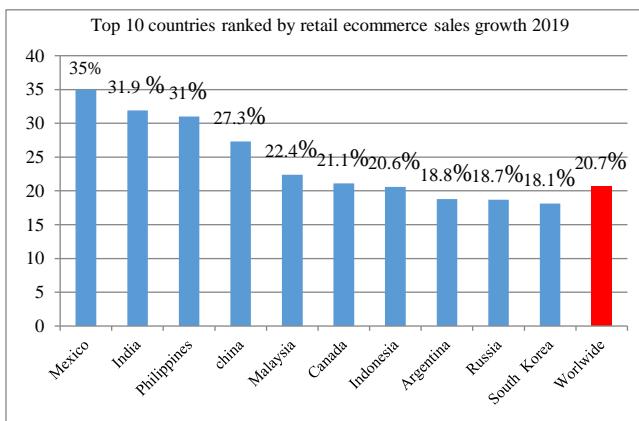


Fig. 1 Top 10 countries ranked by retail e-commerce sales growth in 2019,
source: eMarketar, December 2019.

Table 8 top 10 countries ranked by retail e-commerce sales, 2020 and 2021 in billion dollars and % change. Source: eMarketar, December 2020

| S.No | Country | 2020 | 2021 | %change |
|------|---------|------------|------------|---------|
| 1 | China | \$2,296.95 | \$2,779.31 | 21.0 |
| 2 | U.S | \$794.50 | \$843.15 | 6.1 |

| | | | | |
|----|-------------|----------|----------|------|
| 3 | UK | \$180.39 | \$169.02 | -6.3 |
| 4 | Japan | \$141.26 | \$144.08 | 2.0 |
| 5 | South Korea | \$110.60 | \$120.56 | 9.0 |
| 6 | Germany | \$96.86 | \$101.51 | 4.8 |
| 7 | France | \$73.80 | \$80.00 | 8.4 |
| 8 | India | \$55.35 | \$67.53 | 22.0 |
| 9 | Canada | \$39.22 | \$44.12 | 12.5 |
| 10 | Spain | \$36.40 | \$37.12 | 2.0 |

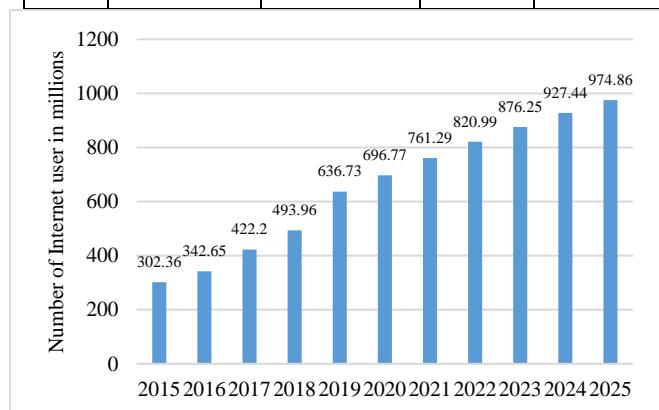


Fig 2 number of internet users in India (source-statista.com)

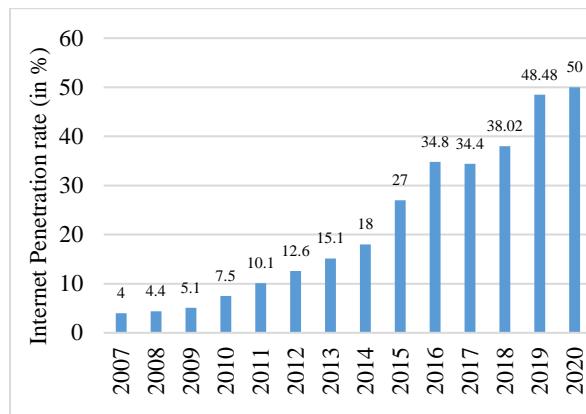


Fig. 3 internet penetration rate in India (source- stastista.com)

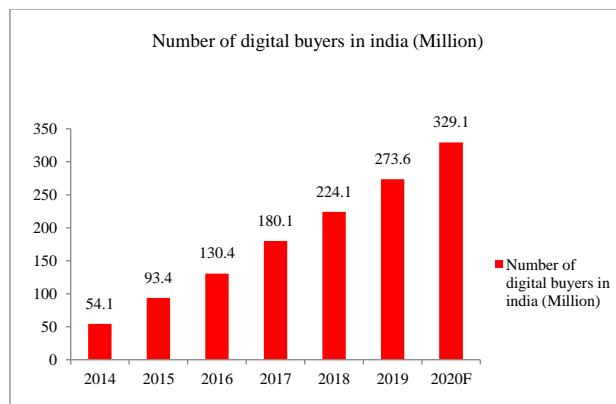
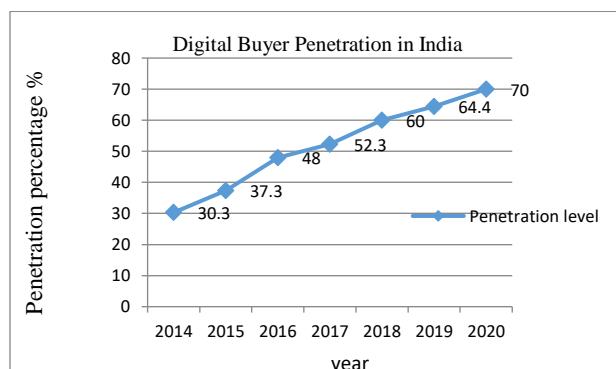
Fig. 4 Number of digital buyers in India in million, Source: <http://www.statista.com/statistics>

Fig. 5 Digital buyer penetration in India (Source – statstia.com)

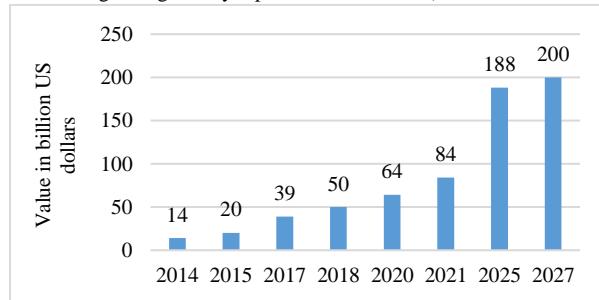


Fig. 6 market size of e-commerce industry across India (source-statista.com)

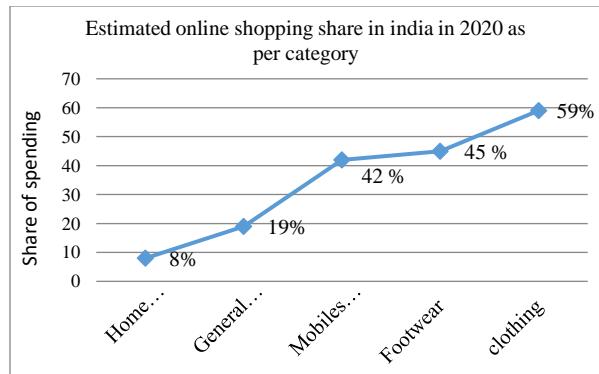


Fig. 7 Estimated online shopping share in India in 2020 as per category,
Source: statista.com 2020



Fig. 8 Annual retail e-commerce sales growth in India from 2017 to 2022

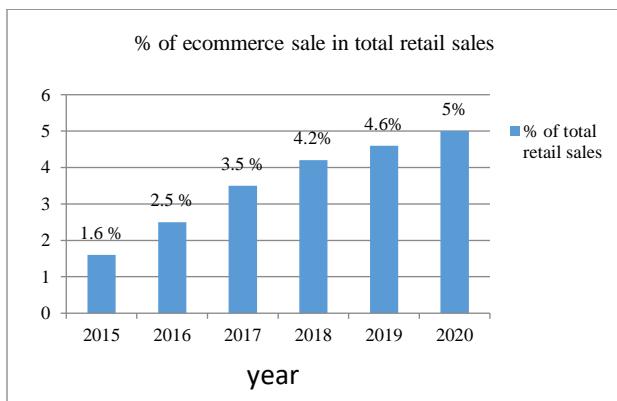


Fig. 9 Percentage of e-commerce sales in total retail sales, Source: statista.com

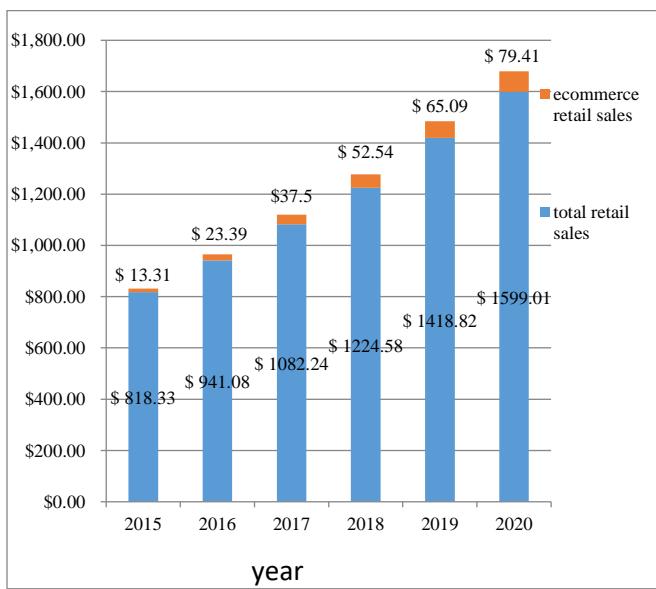


Fig. 10 Total retail and retail e-commerce sales in India (2015-2020), source: www.eMarketer.com



Fig. 11 Retail e-commerce sales in India in billions from 2015 to 2020 and percentage change in retail e-commerce sales. Source: eMarketer, Dec 2019

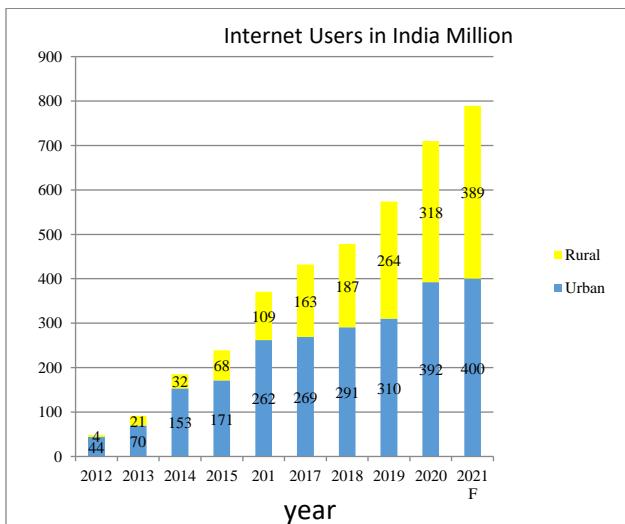


Fig. 12 Internet users in India in Million, Source: IAMAI; Morgan Stanley Research

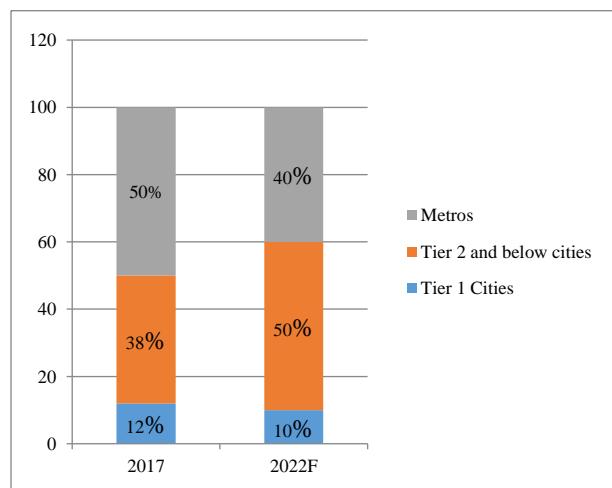


Fig. 13 The E-commerce retail logistics market in India. Source: KMPG Report, E-commerce retail logistic in India.

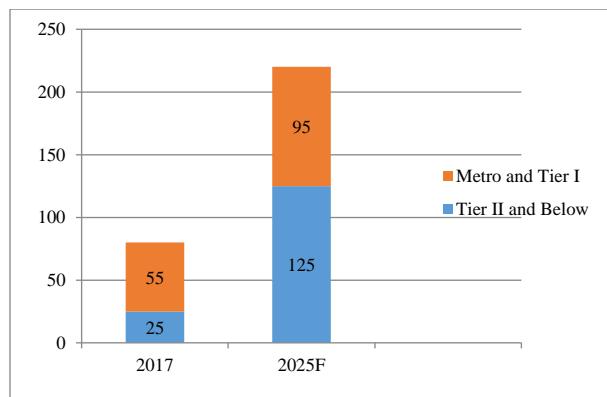


Fig. 14 Online shoppers in India in million (Metro, tier I, tier II cities), source: eMarketar, kalaan capital-imaging trillion dollar India.

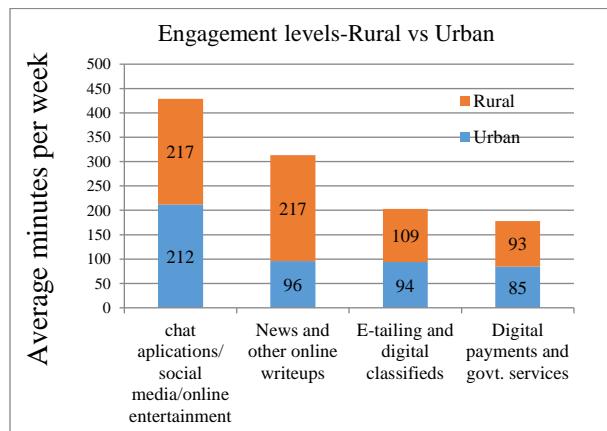


Fig. 15 Engagement level- Rural v/s Urban, Source: KPMG in India's analysis, April 2020

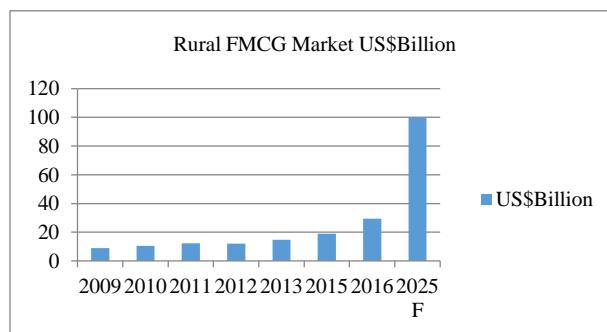


Fig. 16 Market size of rural FMCG e-commerce in India FY 2009-2025, source: statista. com 2020

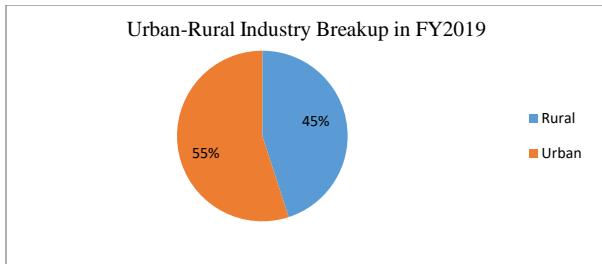


Fig. 17 Urban-Rural Industry Breakup in FY2019

VI. CONCLUSION

The document provides an overview of the development of e-commerce in India and contains various aspects, with an emphasis on B2C e-commerce. This has seen tremendous growth in recent years thanks to increased consumer awareness, investor confidence, and the proliferation of technology. The goal was to review the literature available in e-commerce to follow its evolution in the Indian economy and isolate its advantages and disadvantages. The study also highlighted some trends and factors that are expected to spur the growth of the e-commerce market in India. A sustainable business practice would be to promote e-commerce as a complement and not as a substitute for traditional businesses. Synergies between offline and online activities increase efficiency and lead to a more stable existence. The future also includes a scenario where niche companies, along with mergers and acquisitions, will increase to allow companies to grow inorganically. Businesses need to commit to providing services and using internet marketing to generate and maintain a wider audience. The proliferation of mobile devices creates opportunities in rural markets that can only be unlocked if they follow network expansion, improvement of infrastructure for mobile applications, development of local language content and development of last mile connectivity. After the demonstration, the share of digital payments is also expected to increase to follow companies that need to develop a more secure payment infrastructure.

It also identified the main challenges of the e-commerce sector in India and conducted a country comparative study to highlight that India is still in an embryonic stage in this sector. Based on the discussion, it emerged that some policy proposals could be implemented to realize the potential of e-commerce as a stepping stone towards development goals.

After a comprehensive review of industry trends, e-commerce becomes a key tool to confirm the growing boom of the Indian economy. It has the ability to make India an economic

superpower. With the rapid increase in internet penetration, e-commerce offers retailers an attractive growth option. To achieve this, more investments are needed to support innovative and revolutionary infrastructure and business models in India.

The study found that respondents have a positive attitude towards online shopping. Flipkart and Amazon are the most popular online shopping sites. Quite often, consumers have ordered and purchased books and clothing from online shopping sites. Hidden or additional charges reported by shopping websites are the most common problem for consumers in rural and urban areas. Urban customers had quality problems and rural ones were struggling to keep up with the product. The Digital India program holds great promise for improving the high speed internet and e-commerce industries in the most remote corners of India. This will not only improve the efficiency of trading and storage, but will also explore a huge market for buying and selling products. Most of the products are consumed and sold by rural residents in the local market, which means that due to the lack of demand for products in the limited local market, product prices may not be efficient. Limited demand implies low sales resulting in low income for the e-commerce industry as these consumers are unaware of the quality. After the implementation of the "Digital India" dream project, India becomes very powerful in the digital world. The Digital India project is innovative in rural India and in the great global e-commerce revolution. Hence, they can easily interact with the e-commerce industry. The whole scenario of India is changing due to the e-commerce industries that should be integrated into the international platform through the implementation of the Digital India project.

Considering the factors discussed above, it is clear that the Indian rural market is proving to be a preferred destination for marketers looking to get the volume. Companies struggling to survive in the urban market also have a positive lining. However, before entering these markets, it is urgent to thoroughly study the dynamics and demographics of the rural area or the factors affecting demand in the target area, as the entire rural market cannot be considered as a homogeneous mass. .

In order to attract the masses from rural areas, E-Commerce Industries has introduced mobile applications to influence them, as well as vendors who buy and sell products / services on the mobile Internet. Rural Indians recognize the differences in their ability to learn new products and services in the

electronic marketplace. The paradigms of rural markets are changing in the 21st century. Companies need to study needs, culture, behavior, etc. of the rural population and formulate various innovative strategies to explore the opportunistic and promising market. Success largely depends on the long-term vision. Creativity, innovative strategies and quick action for an early start mean more profit.

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