

Future, Growth and Scope of Emerging E-Commerce Business in India

Abstract

Opportunities in ecommerce business increasing day by day and uses of internet increased in very large quantity due to unlimited data pack offered at very cheap rate by the companies. Uses of application is increasing, lots of applications are making daily. Now most of the business not only depends on the website but also on application. Markets have so many opportunities for online business, but in spite of lots of opportunities many online business have failed due to lack of knowledge or improper management. So I am giving some suggestion to new entrepreneurs who want to do online business due to this paper. It will help them to understand new profitable online business with the amount of risk involve in it. I used secondary data for this study; I have collected data from various websites, and research articles and news etc.

Keywords :- Online Business, Start-Ups, Emerging , Opportunities, Profit , Risk

Introduction

Internet users in India increasing day by day, India has approximately 450 million internet users in July 2017, but we are still behind the china US France in case of online shopping. But India is moving very fast towards online shopping.

The trend of online shopping has more increased after cash on delivery payment method introduced in India. Because Indian mentality is always towards safety and security of money, and Indian prefers cash on delivery by safety point of view. Online retail industry growing very fast, now consumer are preferring to purchase online daily need products, investors are also increasing the amount of investment in online market.

Now a day's every kind of recharge like Mobile, DTH, etc is possible on sitting at home, booking of LPG gas, movies, hotels, taxies, travel etc possible at one single click, payment of bills, fund transfer and all banking facilities are in control of our hands, education, training, shopping, entertaining, news etc all things have become possible online due to the growth of e-commerce and m-commerce in India.

Now days so many business opportunities are exist in online market, the spatiality of online market is that seller has a wide range of market and customer. Although there is tough competition in some online business, but if seller start business related to latest trend and introduce new ideas or start emerging business which has more opportunity in future then he will face less completion and can earn huge amount of profit.

Objectives of the study

To make people aware about latest emerging business in E-commerce.

To make people aware about future technology in support of E-commerce.

Scope of the Study

This study will help to those who are interested in online start ups at low cost, it will them to understand the latest online business trends to starts. This study really help to those who want to start online business but they don't know what to start. So finally this study will provides all the necessary information about latest trend in e-commerce.

Data collection

I have used secondary data for this study, I collected data from news, expert opinion, journals, books , articles and relevant websites available on internet.

Measurement

Measurement is based on expert's opinions ,situation specific conditions, information available on internet. This study is basically conceptual in nature, qualitative and exploratory analysis is done in this research.

Theoretical Framework

Indian institute of e commerce conducted a study in which they found that India is going to generate 100 billion dollar online retail revenue out of which 35 billion will be through fashion sector. Online apparel sales will be growing multiple times in upcoming years.

According to internet and mobile association of India, the online travel market covered 61% of the e-commerce market.

It is found that in 2015 the largest e-commerce companies in India were Amazon India, Snapdeal, Flipkart and Paytm.

Online sales of jewelry also increased over the years, and it is expected to grow in future.

a. Investment in e-commerce sectors

So many venture capital firms are investing in e-commerce industry, like Flipcart raised its capital approximately 2.3 billion dollar due to investment comes from Tiger Global , Naspers, Accel Partners, Dragoneer investment group ,ICONIQ capital Morgan Stanley wealth management ,Sofina Vulcan inc, and tiger global in July 2013.

Mantras.com the online fashion retailer raised its fund about 50 million dollar due to investment by premji invest in February 2014.

Paper tap raised its capital by 36 million dollar from snapdeal and others in September 2015.

b. Niche Markets

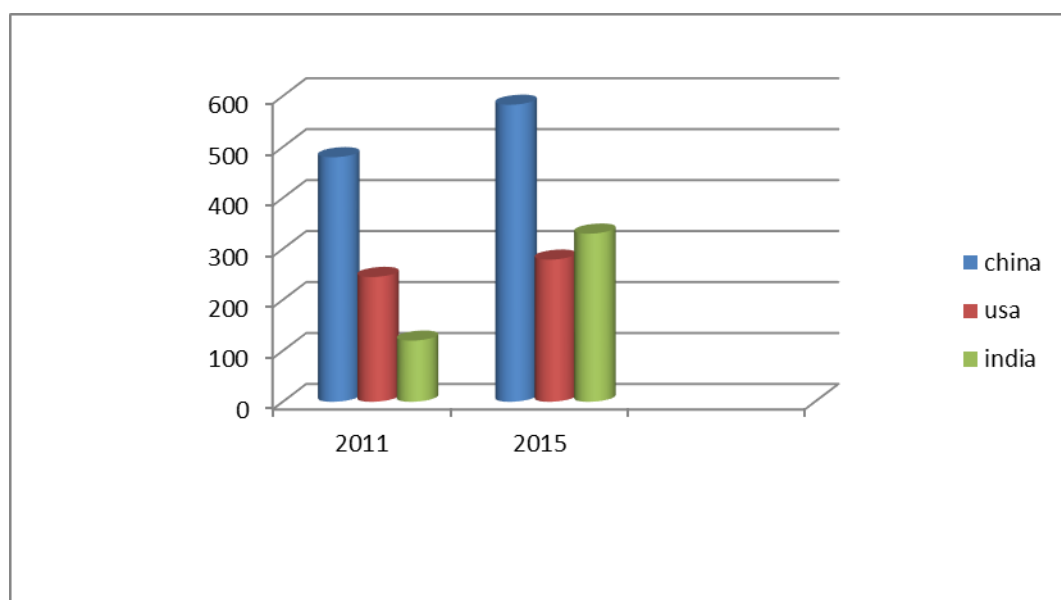
There are largely specialized niche player surviving well in the e-commerce market many websites are registered daily and 25% of them are for niche business. During 2014, Royal Enfield Sold 200 bikes online of special series.

c. Scope challenges and future of e-commerce in India.

• Scope

E-commerce is not just buying and selling of the product online but it includes marketing, selling, delivering, servicing and many more.

1. India has a third largest internet population.



From the above graph it is clear that 210 million internet users added just in 3 years.

2. The major segments in which E-commerce get success are electronics, fashion apparel and home furnishing.

3. Fast development of mobile technology and mobile application has created a new market of M-Commerce (Mobile Commerce) new-commerce companies are rapidly shifting towards mobile application, and companies are providing all transactions and trade through mobile application.

- **Challenges**

There are so many opportunities existing for e commerce business but still it is very difficult to handle new start ups.

- **Branding and marketing:-** branding and marketing cost is too high for any e-commerce company at initial stage. Branding and marketing is very essential part of e-commerce company, because millions of new websites are making now a days and to attracts the customer towards the site or app is very essential and branding and marketing is very costly now a days.
- **Cut through competition:-**

Lots of new websites are making day by day, and they are offering so many offers ,and discount to the customers, it is very difficult to survive in the internet world, it needs proper planning ,branding, marketing and implementation and execution.

- **Less Margin:-**

Customers must have to wait for the product at least 4 to 5 days, so customer expect less price and offers from online seller. So online seller have to work for very less margin.

- **Logistics:-**

In case of e- commerce, it is very essential that the product should be reach to the customer at accurate period of time otherwise it will spoil the brand image of the product and it will decline the rating of the product.

- **Tax Issues :-**

Now a day's whole India follows GST, it is still controversial that effect of GST creates positive effect or negative effect over e-commerce industry. Some expert says that the impact of GST will be positive for long run.

- **Touch and feel:-**

Indian consumers always wants to touch and try the product before purchasing the product, so it is very challenging to the seller who provides the product like apparel, jewelry etc.

- **Future of E-Commerce:-**

➤ New Advertisement Media:-

People buying decision mostly based on social media, like facebook, LinkedIn, Twitter and other branded site, affiliate marketing etc. advertising is also through on whats app and other application like paytm, SBI anywhere, is very popular and increasing day by day.

➤ Drone Delivery:-

DGCA (Directorate General of Civil Aviation, Government of India) is now working for issuing guidelines for the use of drones for civil purposes in India. If this innovative drone delivery process will start then it will shorten the human efforts as well as time.

➤ Purchasing through application only:-

Future will be only application and mobile internet based so use of desk top and laptop for purchasing the product will be end.

➤ Google Buy Now Button:-

Google is working very fast on its own Buy Now Button. That allows the customers to search and buy the products with a single click.

It will give huge competition to existing retail seller as well as new start ups

d. Best 5 online business ideas to start in India

According to research and markets the e-market will be grow globally with CAGR of 19.42% between the years 2016 to 2020.

Now following are the best 5 online trouble free business for Indians which can be started at home.

- **Blogging:-**

This is the easiest way to making money online. Anybody can start work by making his personal website. Blogger can provide any kind of valuable information which is useful for the user, as soon as traffic increases to the website, bloggers website will be popular, and he can earn according to traffic. Now a day's bloggers are providing employment through content writing for their websites.

- **Video blogger:-**

Blogger can earn money through written contents as well as through making video of users interest on YouTube. YouTube pay itself to the YouTube blogger after some limit of viewer increases.

Video blogger can make video on YouTube or can make YouTube channel of music, entertainment, education, training program, etc.

And make money online.

- **Tutorials:-**

Any internet users can start e-tutorial or e-coaching and teach the students at setting his own home, he or she can teach students globally while sitting at his own home and make money online. It's very effective platform because it involves a less cost and huge profit.

- **Allied marketing:-**

Allied marketing is just like a franchisee of the other popular brands. In other words we can say that allied marketing is associates with other popular brands and sell products.

- **Social media profile managers:-**

Now a days the scope of social media profile management is very high, the persons who want to be famous, hire a manager to manage his profile. There is a need of new startups to create brand image of the product, they also popular their product through social media platform by hiring a social media profile manager because it's a less costly than others platform.

e. According to article posted by Praveen Sharma at shiprocket.in following are the fastest growing industries to start online business India as well as all over the world.

- **Healthcare:-** It is an emerging online business in India, online medical store in India is very less, so in this online market there is very less competition. However it has a limitation that medicine cannot be provided at the time of emergency but one can take it as challenge and fulfill this gap and invent innovative techniques to provide medicine at the time of emergency.
- **Food and Dining:-** one can provide online food delivery like dominos McDonalds, KFC, one can find innovative techniques, to provide online meal according to the customer choice or online fresh breakfast in metro cities where life is so busy and people don't have so much time for this cooking activities.
- **Hotel and Tourism:-** Online Hotel and tourism growing very fast in metro cities, like Trivago, Make my trip and so on. This is also a good opportunity of online business now a days.
- **Insurance:-** insurance industry is growing rapidly in our country; a very famous website policybazaar.com is growing very fast. People visit the websites and get all the information related to all kind of insurance policy. Agent himself can make his personal website and can guide personally to all the information seekers, and make loyal customers for him.
- **Education:-** trend of online education is also growing very fast, one can open a platform of distance education. And anybody can open the online tutorial with his or her specialized field.
- **Handicraft and related Items:-** if anybody has creative skills like painting craft handloom etc then online platform is very beneficial for them because it will provide a large customer base.

- **Gaming:-** now a day's not only children take a part in playing a game online but also youngsters also showing interest for playing online game because of cheaper internet data.
- **Affiliate marketing:-** the person who has his own personal website and traffic intensity on his website is big then he can earn money through the advertisement of other company on his website.

Findings

1. According to the above study the latest emerging online business are video blogging, video blogger, tutorials, allied marketing, social media profile managers, health care , hotel and tourism, insurance, education, handicraft and related items, gaming, affiliate marketing.
2. In future new advertisement media like facebook, twitter, what up will mostly be used for advertisement for online shopping which have started now a day.
3. Government is working to introduced on drone delivery in India for delivery of product.
4. Today is era of mobile application an in future most of the online business is based on mobile application.
5. Google is working on its own buy now button for shopping.

Conclusion

Online shopping trend is increasing a day by day in India; lot of e-commerce startup starts and many of them fails. I found some latest online business which needs less effort, less cost and one can earn good amount of profit, and I made aware the people about new technology in support of online business which are coming in future. Through the medium of this paper I also made aware the people about scope and challenges of e-commerce.

I found that health care, insurance, affiliate marketing are emerge most recent online business in India. In this online sector there is huge scope because recently these businesses have less competition but scope is unlimited, although it has some limitation like immediate delivery of medicine, in healthcare sector, traffic generation for affiliate marketing, etc etc. but in future I believe that this problem will overcome.

New latest advertisement scenario like advertisement on face book, whatsapp or other website will increase in future. Government are working and experimenting for drone delivery which will reduce the efforts for delivery. Most of the business, shopping, bill payments will be depend on mobile application and Google is working on it own buy now button for shopping, which will give the tough completion to the existing online retailers.

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