



EMERGING TRENDS IN E-COMMERCE AND ITS IMPACT ON RETAILS INDUSTRY

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ABSTRACT

Electronic Commerce Commonly known as E-Commerce's trading in products or services using computer network such as the Internet, E-Commerce drawn on technologies such as mobile commerce. Electronic fund transfer Internet marketing online transaction processing. EDI inventory management system and automated data collection system. The business model of the conventional retailers and E-Commerce provider differ significantly. The essence of e-retailing is in its ability to transcend physical boundaries and reach customers in a manner different from the traditional retail stores to their very door steps. The Growing E-Commerce in India has its greater impact on the traditional vitalizes. To stay in the game they have working on their internet strategies. The main objective of the study is to understand the emerging trends of E-Commerce. The impact of the E-Commerce on retail E-Commerce having the +ve and -ve influence on retail business.

KEY WORDS - Commerce on line retailing, E-Commerce, Consumers, online transaction

INTRODUCTION

Electronic commerce commonly known as E-Commerce is trading in products or service using computer networks such as the internet. E-Commerce draws on technologies such as mobile commerce. Electronic fund transfer, internet marketing online transaction processing inventory management system E-Commerce companies is those in the primary business of providing web platforms and websites through which individual using a computer can purchase a product.

E-Commerce business usually employ some of the following practices.

1. Provide virtual storefronts on websites with online catalogues.
2. Buy /sell on line market place
3. Gather and use demographic data through web contact and social media
4. Reach prospective and established customer by e-mail
5. Provide recur business transaction

Over the last two decades, using internet and mobile phone penetration has changed the way we communicate and do business. E-Commerce is relatively a novel concept. It is at present heavily leaning on the internet and mobile phone revolution too fundamentally after the way business reaches their customers countries Such as china and USA E-Commerce has taken significant stride to achieve sales of over 350 billion USD in revenue. The industry in India is still at its infancy however over the last few year. The sector growth has grown by almost 45% CAGR POM 4.8 billion used in 2013 to

estimated 18.6 billion USD in 2018 Industry studies by IAMAI Internet and mobile association of India indicates that online travel domination that E-Commerce industry with an estimated 70% of the market share. However, E-tail in both its forms has become the fastest growing segment increasing its.

Consumers door step by just a phone call placed on the websites of the retailers televisions marketing, mail order and catalogues sales etc.

OBJECTIVES OF THE STUDY

The main objective of the study is to understand the emerging trends of E-Commerce and its development in Indian perspective.

The positive and Negative effects of E-Commerce on the sector and the opportunities to think out of box to be in the competitive game to be discussed.

METHODOLOGY

The study is descriptive type in nature. The data collected from the secondary source of information like internet, periodicals and research report survey report conducted by various reputed and reliable organization. By using the information we are trying to come up with some assumptions recommendations.

ANALYSIS

The global trends in E-Commerce during 2012 UK had the biggest E-Commerce market in the world Zech republic 34% of countries total turn over is generated via the online channel among emerging economies china E-Commerce

presence continues to expand every year, China's online shopping rose to \$ 46.6 billion in billion in 2013 other BRIC countries with nesting the accelerated growth of E-Commerce as well as in 2017 E-Commerce sales tapped \$ 2 trillion for the 1st time in history.

The world leading E-Commerce companies are

- 1] Amazon
- 2] TD.COM
- 3] Walworth
- 4] E-Boy
- 5] Otto Group
- 6] TESCD.

As Discussed earlier E-Commerce application can be seen in various section. In relations to the topic of discussion we need to concentrate on the growth trends of E-Commerce in India.

FINDINGS OF E-COMMERCE ON INDIA TRADITIONAL RETAIL SECTOR

Every innovative technology leads to a creative destruction. The E-Commerce trends forcing many brick and master shops to work out the way to sustain in the changing dynamic condition of the market. Its having both +ve and -ve impact on retail sector in India we can discuss the impact of E-Commerce on the following ground.

TRADITIONAL RETAILING BEING FORCED TO ONLINE

As there is competition from online shopping companies traditional retailers have been working on their internet strategy. for example shops stop started their own online store in 2012. Chroma also following the trends going ahead we believe more and more traditional retailers will boards the online bandwagon.

TRADITIONAL RETAILERS CAN COMPETE WELL ONLINE

The bid daddies of online sales such as e-bay, Amazon,, in the next 4 to 5 year they had become big enough to pose a treat to traditional retailers such as Wall mart forcing them to come up with online strategies. They can even compete effectively for instance many companies or retailers such as sapna book house having its presence in internet. We can buy all variety if books on line from their www.spanonline.com. Anil Ambani lead Reliance group sold its 36% stocks to yatra.com. Flip kart decided to merge myntra, Amazon said it will invest 14 billion in Indies on line retail space.

Economists have the orized that E-Commerce ought to lead to intensified price competition as it increases consumer ability together information about products and prices the growth of online shopping has also affected industry structures in two areas that have seen significant growth in E-Commerce and book form the above statistics we can come to conclusion that their is an increase trend in online users and sales increase through online there is projected growth CAGR OF 60-65 In next three year, According to CRISIL report the top 20 retailers in India are estimated to have a total loss of Rs 26000 cores in financial year 2017-18, Thus we can note that E-Commerce have positive and Negative implication on the retails business.

CONCLUSION

With the raise of consumer goods in different sector many companies have invested in the retails past in the past year. Union minister of commerce and industry Govt of India has stresses on Indian building a culture of branding and marketing its product to the rest of world. The organized retails sector in India is expected to observe some notable changes in the time to come some of the factories which are expected to affect this trends on high income young shoppers urbanization and the increase us of credit card with the trends of E-Commerce many online retailer have launched their business in country these online retailer have also started to use of medium of online mobile apps to increase their reach to the customers due to the changing market dynamic may traditional retails have been working on their internet strategy and the are trying to increase it physical network by giving customers the options of stock pic-up return cash on delivery

In the future some traditional retailers boast of a large online presence with the rigid strategies and definitely there is a chance of effective competition to be sure the survey in online retailing is not the only reason for the weak performance of traditional retailers. There are other feature such as economics, technological, political, demographic factors and local competition can be seen but due to technologies interventional traditional retailers and also be in the game and competing. Finally customers got benefited and satisfaction level increases because of ease of operation.

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