

# **Business communication as tool in Rapid Expansion of Sustainable e-commerce in India**

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## **Abstract**

This paper establishes the relationship between e-commerce and maintainability factors in the business associations. The creator has likewise demonstrated the medium to the high positive effect of e-commerce on a clear lion's share of twenty supportability components belonging to environmental, economic, social and general areas as per the sentiment survey. Given the effect of e-commerce on manageability factors, with an overall mean score of 3.61 out of the greatest rating of 5 out of an assessment survey, consequently the respondent generally believes that the e-commerce does have a positive effect on the overall maintainability of an association. The creator suggests e-commerce as one the supportability development measures that can be implemented by business associations. The supportability variables are arranged in the metrics that can be adopted by a business manager for measuring the extent of the e-commerce effect on the maintainability of a business association. E-commerce managers may likewise use the discoveries of this investigation to increase further knowledge into manageability aspects of e-commerce activities. The creator urges businesses to leverage e-commerce to create sustainable arrangements that address customer, environmental and societal value expectations. The creator has appeared in the measurable investigation, that overwhelming larger part of the maintainability factors (economic, environmental, social) is positively correlated with each other. Therefore, business practice will be congruent and compatible with the business initiatives for environmental and social responsibility. Merger and obtaining as a strategic choice for keeping up competitive advantage will help expand the skylines of e-commerce and acquire basic changes the economy.

**Keywords:** E-commerce, e-business, communication, expansion, sustainable, expansion

## Introduction

Over the years, communication technologies have been revolutionizing the management of commercial activities. In the nineteenth century, the cheap steam powered print technology and the presentation of government funded schools gave rise to print-literate workforce with the communication aptitudes to manage the increased progression of commercial movement made possible by coal and steam power technology. In the twentieth century, centralized electricity communication—the telephone, and later radio and television—became the essential communication mediums to manage more complex modern enterprises and mass consumer culture. Today, Internet communication technology has not just made the entire system interactive, integrated and seamless, however has additionally created whole new opportunities for cross-industry relationship. Ecommerce proved its importance based on the reality time is money. Commercially, time assumes a significant role to both the business and consumers. From the business perspective, with less time spent during each exchange, more exchange can be achieved on the same day. With respect to the consumer, they will save up more time during their exchange. Because of this, Ecommerce steps in and replaced the customary commerce method where a single exchange can cost the two parties a great deal of valuable time. With only a few ticks in minutes, an exchange or an order can be placed and completed by means of the internet effortlessly. For instance, a banking exchange can be completed through the Internet inside a few minutes compared to the customary financial method which may take up to hours. This reality clearly proves that Ecommerce is beneficial to both business and consumer wise as payment and documentations can be completed with greater efficiency. In the near future e-commerce will certainly continue to mature in the worldwide market and eventually, it will become an essential business plan for an organization so as to survive and remain competitive in the ever changing market. Just about 57 per cent of E-commerce sales come from little towns, while the eight metros represent the remainder. As indicated by IAMAI and IMRB International current E-Commerce market in India is around INR 81,525 crore in 2014 out of which travel Industry comprises practically 61%. Trailing sector has a share of 41% of the all out revenue, closely followed by Apparels, Footwear and personal items, altogether, having 20% share. The fast increase in the use of advanced

cells and internet services has earned India a place among top 20 developing countries as stated by Global Retail Development Index (GRDI). The main Indian E-Commerce site Fabmart.com (presently known as IndiaPlaza) was founded by Mr. K. Vaitheeswaran in 1999. With E-Commerce thriving on one side, Social Media in India has additionally rooted itself very well. Sites like Facebook, Twitter, Google+, Pinterest, etc are currently the piece of everyone day by day routine. Some of the most famous items imported by Indians include pharmaceutical items, branded and unbranded apparel, accessories, and electronic products like mobile, keen phone, PCs, iPod etc. Payments through online banking, PayPal, Paytm, PayUmoney and mobile banking are affectively adding to the development of E-Commerce. Accessibility of ebooks, tunes, games and movies are additionally accelerating the development of E-Commerce.

E-commerce is an outcome of Information and Communications Technology (ICT) revolution in economic fields or the most visible method for commitment of ICT to economic development. ICT, as an instrument of financial development, is a noteworthy issue for developing countries. Governments have formulated ICT strategies and set critical objectives to ensure the effective deployment and use of ICTs for the benefit of the enterprises and the citizens in the developing countries. A typical definition of e-commerce is to provide trade processes through information interchange, exchange of merchandise and enterprises by means of computer networks, for example, the Internet. E-commerce and online shopping in India is getting a noticeable development as more usage of internet facilities, high educational principles, changing life style and economical development of the nation reasons in the demand of e-commerce techniques and apparatuses. Versatile shopping experience and quick development of exchange facilities is further boosting opportunities for the remaining market segments. The biggest advantage of e-commerce is the capacity to provide secure shopping exchanges through the internet and coupled with practically moment verification and approval of credit card exchanges.

Increasing Internet penetration and accessibility of more payment alternatives boosted the e-commerce industry. One of the most significant issues to be addressed in electronic commerce is the area of services. The basic role of this examination is to examine and uncover the effect of e-commerce and furthermore identify the issues and areas critical to

the implementation of e-commerce that may help in enhancing the profitability in the economic development of the nation.

Every young today needs to raise their ways of life. This upwardly mobile educated class have high disposable income are quite comfortable shopping online. Their love for latest gadgets and doohickeys has given a lift to the electronic industry. Youth assume a significant role in increasing the business of e-commerce and consequently contribute to poverty reduction on a sustainable premise. E-commerce is emerging as a better approach for delivering economic development and increase new business opportunities. E-commerce offers new opportunities, thus entrepreneurs should attempt to gather most extreme advantage of electronic market.

### **Importance of E-commerce:**

E-commerce has changed our lifestyles entirely because we try not to have to spend time and money in traveling to the market. E-payments can be made with the help of e-commerce. We can expand online business with the help of e-commerce application development and web development arrangements. The e-commerce arrangements offer numerous advantages as pursues: E-commerce is one of the cheapest means of working together as it is e-commerce development that has made it possible to reduce the expense of advancement of items and services. There is no time barrier in selling the items. One can sign on to the internet even at 12 PM and can sell the items at a single tick of mouse. The on-time alerts are meant for the convenience of the consumers and illuminate the consumers about new items. E-commerce reduces delivery time and work cost therefore it has been possible to save the time of both – the vendor and the consumer. Hence, in this vicious competition, an interactive user friendly furthermore, focused website as online shops can generate you great business.

One of the principle advantages of E-commerce is that it minimizes the expense of transportation, advertising, and marketing. Electronic commerce likewise reduce the distance between buyer and seller, and along these lines permitting fast exchange of data or service between buyer and sellers in any piece of the world. E-commerce not just provides choices of merchandise and ventures at a lower cost, yet it can potentially enable substantially more alternatives to the needs of individual buyers. These days it is relatively cost low for beginning any business through Internet. For business purpose entrepreneurs

can utilize the long range interpersonal communication sites, like facebook. The person to person communication facebook is quite prominent among the youthful generation in BTAD area. So facebook will act as a potential apparatus for business online, mostly for accessing the targeted wide market just as for sales and services. Mostly the entrepreneurs of BTAD area use mobile phone for business dealings. The use of mobile phone has greatly improved business by enabling both customer and suppliers a change of direct communication. That has tremendously chopped down the transportation cost. A present time Internet is easy accessible from mobile phones in affordable price. In this contest mobile internet is a very effective instrument of E-commerce for marketing as well with respect to sales and services. This study includes the impacts of business communication on the fastest growing E-business market .

Internet based E-commerce likewise offer incredible opportunities to create collaborative marketplaces in minimal effort what's more, effective way (Nicolaisen, 2001). At the same time, the quick what's more, convenient electronic deal manner can accelerate the dissemination of commodities, and lessen the hazard, and increase the competitions of agrarian items in the international market (Cao and Chen, 2001). E-commerce in agriculture could likewise potentially tighten the store network and cut marketing edges what's more, exchanges costs in way that benefit smaller, neighborhood producers just as nearby agribusinesses. Investigation of Golman Sachs (2000) discussed the general barriers cited by business to Internet based E-commerce reception and explained that these barriers to apply to agribusiness too.

Effect of E-commerce on entrepreneurship development Catching India's quickly developing e-commerce market has been a sacred goal of tech entrepreneurs for quite a long time. India is a nation with a blasting economy, quick development of internet penetration, and a market of 120 crores. It's additionally a place where consumers have a ton to pick up from not setting off to the stores. The shopping centers and neighborhood market area especially in Delhi NCR are riotous, and the contents of a shopping rundown are distributed over dozens of different stores or street stands. Basic person needs to spend a ton of time finding a stopping place which is mammoth assignment in these congested areas.

E-commerce is most likely the best thing that has happened to the changing middle class populace with higher yearning and lesser time. As a business model as well, it appeals both the value-minded Indian consumer just as Small business owners. Around the globe, e-Commerce has gotten deal chasing - which is quite beneficial for the middle-classes. The huge appropriation rate of Flipkart and Snapdeal have proved that e-commerce in India will go far. Presently, shoppers in metropolitan India are driving e-Commerce. These consumers are fundamentally purchasing consumer electronics and books online. In any case, on the off chance that you take a gander at business exchanges, it's the online ticket booking, which is leading the e-Commerce selection. However, other segments, for example, marital, classifieds, occupations all are gaining great ground.

The key drivers in Indian e-commerce development are:

1. **Increased Usage of Internet** - According to the Internet and Mobile Association of India (IAMAI), the Internet user base in the nation remained at 190 million toward the end of June 2013. With more and more people accessing the web through mobile phones, the Internet user base in the nation is projected to contact 243 million by June 2014, a year-on-year development of 28 per cent. The development of Internet users has additionally led to a considerable development of other computerized industries, for example, e-commerce and advanced advertising .

2. **Rising Educational Level in Computer** - The Government of India has placed new flat efforts in the education of instruments and techniques of computer studies. The students of urban areas, country areas and business persons are attracted towards the advance computer technologies. The development of educational gauges has enabled a great demand in the market.

3. **Occupied Lifestyle** - The powerful influence of different internet based life apparatuses, for example, Pinterest or Facebook enables consumers to organize their favorite items and segment it into themed collections to share it with others. This fuels personal expression in shopping and makes others reflect on their purchase decision.

4. **Rising middle class with disposable income** - With the rise of little and medium enterprises, foreign direct investment, and India's own powerful worldwide companies creating a huge number of new occupations, a new generation of all around minded Indian consumers has been created. With developing openings for work the income sources have

additionally increased. Because of high spending power, customers are readily able to pay for the items online.

**5.Awareness of Products** - People are aware of the availability of various products in the markets through the help of television, newspaper, website etc.

**6.Easy to Find the Review of Products** - It is quite easy to discover the review of items by the help of online shopping. E-commerce has made it simpler to get data regarding the item and the customers can purchase the items after getting reviews and feedback of the item.

E-commerce has spurred employment in industries delivering software, and systems used by E-commerce what's more, other occupations associated with websites and networks. The young especially in the area of engineering and technology are benefiting from this. More and more software specialists are required in the market. The e-commerce industry is developing fundamentally in India what's more, expected to include loads of occupations in the years to come. The activity market in this relatively new industry seems to be prospering like no other industry. There are ample of opportunities available because the business is youthful and evolving ceaselessly. Profiles and sets of expectations that never existed have been created specifically for this industry and people are getting a chance to innovate and explore new opportunities since there aren't any set rules and there is a great deal of learning en route. Enlisting activities are expected to develop by over 30% in this sector and may help create up to 50,000 employment opportunities in the next two to three years. (The Times of India, 2016)

The recent surge in the number of online vendors, large just as little, favorable demographics (currently, 75% of the internet users are in the age gathering of 15 to 34 years and in this way, are more integrated to e-commerce), dispatch of 4G services and decline in the levies of information plans and prices of information cards/USB dongles, accessibility of minimal effort advanced mobile phones and the extension of internet and broadband to the remotest corners of the nation, together herald innumerable prospects for the development of e-commerce in India. The purpose of this project work is, to review the literature on e-commerce and along these lines, trace its development and furthermore to discover trends that will propel the development of e-commerce in future, in India. The project contains a prologue to e-commerce and the absence of a universally accepted

definition, its categorization into different applications and the prospects for the strong development of e-commerce in India. The presentation is followed by a review of literature available on different aspects of e-commerce which is analyzed in the later segment so as to discover out components that will drive the development in future.

### **Review of Literature**

**Gupta (2014)** in her paper "E-Commerce: Role of e-commerce in the present business", presents a comprehensive definition of e-commerce while confining it from e-business. The paper enlists the different ecommerce models i.e. B2B, B2C, B2G and C2C, narratively breaking down the nitty gritty of each. Rina (2016) also elaborates the different uses of e-commerce in "Challenges and Future Scope of Ecommerce in India", at the same time, defining the degree to which they are operational in the nation. Gunasekaran, Marri, McGaughey, and Nebhwani (2002) give a wide viewpoint of electronic commerce inside hierarchical systems in "E-commerce and its effect on operations management", defining it with reference to e-exchanging and elaborating-how it has permeated every field of business. The paper identifies the revolutionary role played by earlier internet applications like e-mail and electronic information interchange and details the revolutionary changes brought by the internet technologies in assembling, marketing, acquiring, design, generation, selling and dissemination, warehousing and human resource management. Internet based technologies have enabled businesses to shorten development, purchase and procurement cycles, keep up upto date item what's more, market data, fundamentally increase the speed of communications and increase the nature of customer relationships by encouraging close contact and steady communication. The paper studies in depth, the significance of web based technologies in different business operations, along these lines, improving their efficiency through effective B2B e-commerce.

**Mishra and Kotkar(2015)** trace the timeline and development of B2C e-commerce in "A Study on Current Status of E-Commerce in India: A Comparative Analysis of Flipkart and Amazon" with its inception in the mid 1990s through the advent of wedding and occupation gateways. However, due to limited internet accessibility, weak online payment systems and absence of awareness, the progress was very moderate. The Indian B2C e-commerce industry got a significant lift in mid 2000s with the expansion of online services to travel

and hotel appointments which continue to be significant donors even today. Das and Ara(2015) observe in "Development of E-Commerce in India" that however online travel and hotel appointments still control the lion's share of e-commerce market, their share has comparatively fallen over the years due to the recent augmentation and consequent rise of e-following services. There has been a tremendous surge in the volume of investment in this sector. With the e-commerce markets in the west reaching their immersion, investors see tremendous potential in the Indian market, in the light of which, many new businesses have received financing from venture industrialists and private equity firms.

### **RESEARCH METHODOLOGY**

This research paper aims to give a better understanding of the impact of E-Commerce in youth. The perceptions of youth regarding the factors affecting the development and integration of entrepreneurship in the area of communication. That has tremendously chopped down the transportation cost. A present time Internet is easy accessible from mobile phones in affordable price. In this contest mobile internet is a very effective instrument of E-commerce for marketing as well with respect to sales and services. Internet based E-commerce likewise offer incredible opportunities to create collaborative marketplaces in minimal effort what's more, effective way (Nicolaisen, 2001). At the same time, the quick what's more, convenient electronic deal manner can accelerate the dissemination of commodities, and lessen the hazard, and increase the competitions of horticultural items in the international market (Cao and Chen, 2001). E-commerce in agriculture could likewise potentially tighten the store network and cut marketing edges furthermore, exchanges costs in way that benefit smaller, nearby producers just as nearby agribusinesses. Investigation of Golman Sachs (2000) discussed the general barriers cited by business to Internet based E-commerce appropriation and explained that these barriers to apply to agri-business also.

This examination is based on the meta-investigation. The secondary materials have been extensively used for this examination the secondary information has been collected from different websites, books, diary articles, thesis, day by day newspaper, and magazine. Every one of the sources of information have been acknowledged. The article has been tried to mention the talent information whenever available. The article carefully analyzed the

information for presenting the status of e-commerce development. It additionally carefully identified the challenges and opportunities of e-commerce in India. The researcher team additionally interviewed some experts and e-commerce businessman for getting essential information. Every one of the information categorically presents to explore the objectives.

## **CONCLUSION**

All specialists utilized the correspondence channel to impart to other people. In the event that they use the cutting edge specialized instruments then the impact of taking care of business has changed enormously. Consequently it is suggestion in this advanced business condition to apply legitimate specialized instruments in everyday correspondence process. In the individual or social correspondence it is set apart by custom. In this manner the achievement the business association everywhere is rely upon successful and productive business correspondence. Since every single such sort of correspondence sways the business condition. Presently in this changing business condition correspondence expertise is required to handle the business issues and business association ought to get it the equivalent to improve the cutting edge relational abilities with legitimate correspondence devices. Generally this will impacts the adversely to the business condition and association may have some poor light inside it with a long separation to the business association objectives. Specialists anticipate a promising and brilliant fate of web based business in the 21st century. Soon online business will further affirm itself a significant device of offer. Effective internet business will turn into a thought completely indistinguishable from the web, in light of the fact that e-shopping is turning out to be increasingly prominent and regular. Simultaneously serious contention in the circle of online business administration's will escalate their advancement. Hence winning future patterns of web based business will be the development of Internet deals and advancement. Every year number of internet business arrangements develops hugely. Deals volumes of on-line stores are more than practically identical with those of "block and-concrete" ones. Furthermore, the propensity will proceed, in light of the fact that many individuals are "detained" by work and family unit obligations, while Internet spares a great deal of time and offers chance to pick merchandise at the best cost.

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