

Internet And E-commerce Scenario In India

→ E-commerce scenario in India

As we all know India is the fastest growing E-commerce market in the Asian-Pacific region. It is expected that in India E-commerce is growing at the rate of 37% to reach \$ 20 billion by next year. The reason behind it is →

- growing ^{rate} of internet population
- Increased online shoppers
- no. of internet users

The research firm reporter said that currently online travel dominates the e-commerce market but in the future, e-tailing means online retailing will drive the growth.

→ Online travel constituted 71% of e-commerce market followed by e-tailing (16%).

- Another big element which is dominating the E-commerce is mobile / DTM recharge with nearly 1 million transactions daily.
- Therefore 30% of the traffic on E-commerce platforms is coming from mobile phones.

On 7th March, 2014 e-tailer flipkart claimed a hit of \$1 billion in sales, a feat which was beyond its own target.

Another hit of Mytra.com in Feb, 2014, it raised \$50 million from a group of investors led by Premji Invest, the investment company floated by Azim Premji, Chairman of WIPRO.

★ The next question arises The Key-drivers behind Indian E-commerce:

- Increasing broad band Internet and 3G, 4G, 5G penetrations.
- Busy lifestyles, traffic congestion & lack of time for offline shopping.

Defⁿ: means a place where you can find what you are looking for. If you are a job seeker, you can go to classified site.

- Increased usage of online classified sites such as gumtree.com, justlanded.com
- Rising standards of living.
- Evolution of the online market place model with sites like Jabong, flipkart, myntia etc.

Internet Scenario In India

According to the Internet and Mobile Association of India (IAMAI), India is world's 3rd largest internet user after china and U.S. and mostly the young generation of India is the significantly users of internet.

India has an internet user base of about 250.2 Million by June, 2014.

→ grew up to a base of 42% to 213 million from 150 million in 2012.

→ On the total base grew mobile internet user of 130 million in 2013 from 68 million in 2012.

→ Growth of internet lead to the

Other digital industries such as e-commerce, digital advertising etc
 → Digital commerce market stood at Rs 8146 crore in Dec, 2007, & it grew to Rs 47,349 crore by the end of 2012.

→ At the end of Dec, 2013, it grew to ₹ 62,967 crores.

→ On the ^{other} hand digital advertising witnessed a growth of Rs 2,938 crore by March, 2014.

→ The good news is that India's fastest spreading of Internet traffic growth gives a way of great willingness on the part of the government and industry to drive broadband penetration and ensure internet access.

The report expects mobile Internet traffic to record a healthy growth by 2014

Now, let's have a look to the visitory site

- 1) Google sites have most unique visitory
- 2) facebook, 2nd place where net users spend most of time.

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- ③ Among social media sites, LinkedIn and Twitter next popular ^{search} engine.
- ④ Google is the most popular search engine.
- ⑤ Yahoo, used for news.
- ⑥ Online retail, domestic retail, report notes, online travel websites are the most popular.
- ⑦ The Indian Railway's website being so far the most popular destination.

How is All This Possible?

① Knowledge professionals :- The vast resources of skilled web development professionals in India ensured a healthy growth of India's web knowledge.

② Affordable IT Education :- In India, IT Education is 8 times cheaper than U.S.

③ English Speaking Professionals :- Most Indians are fluent in English language.

- (4) Government incentives :- The ministry of Information and Communications Technology is developing infrastructure which supports information technology.
- (5) Influx of talent from other educational streams.

Is India The Only Player?

India is now facing competition from Mexico, Russia and Ireland, China and Canada. However, India's companies are strong due to:

- (1) Vast pool of talent
- (2) Good status
- (3) Fluency in English
- (4) Skilled manpower
- (5) High position on the learning curve.
- (6) Past experience of doing business with west.