



A Study About E-Commerce And Entrepreneurship In India

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ABSTRACT

The purpose of this research was to study about how e-commerce and entrepreneurship works in India. The research analysed with a data from 50 respondents who responded to a structured questionnaire. The primary objective of this study was to find the impact of e-commerce and entrepreneurship in India, how it affected employment, economy, MSME, SME and agriculture. Hence, this research was attempted to explore e-commerce and entrepreneurship based on individuals behaviour, taking into consideration impact of demographic factors like age, sex and occupation.

KEYWORDS – Employment, Economy, E-commerce, Entrepreneurship.

I. INTRODUCTION

Electronic commerce is fast emerging which helps in transforming global trade. It is riding on the platform of fast IT business communication, altering the complete frame of doing business. India being a vast country with good diversity, and major population is still living in rural, mofussil, towns and villages where agriculture and allied activities are the main stay of their lives, and playing a significant role in its overall economy development. In this emerging scenario, e-commerce may play a major role to unfold and promote the untapped potential of rural India. This research will elaborate on how e-commerce can help in overcoming geographical limitations and ushering in strategic advantage for the rural places. Entrepreneurship, which is one of the most powerful economic forces known to humankind, is the symbol of business, tenacity and achievement; it is a vital source of change in all facets of society.

II. REVIEW OF LITERATURE

JAINENDRA KUMAR VERMA, 2005 This article gave us an overview on how

important is the input of entrepreneurship to the economic development in India. People have begun to realise that for achieving the goal of economic development, it is important to increase entrepreneurship both qualitatively and quantitatively in the country. The role of entrepreneurship varies upon its material resources, industrial climate and the responsiveness of the political system to the entrepreneurial function. Entrepreneurs contribute in the most favourable opportunity than in relatively less favourable opportunity conditions. Entrepreneurship promotes capital formation, also provides large scale employment, promotes balanced regional development and promotes country's export trade which is an important ingredient to economic development. (Jainendra Kumar Verma, 2005)

DEBNATH BURMAN AND DR. ARTEE AGARWAL, 2015 This article tries to understand what are the factors that influence the buying behaviour of people in online shopping platform. Consumers are motivated to shop online as it is cost and time efficient and can be done from any location round the clock. People get the required information of the product they buy online through a description mentioned and based on this they make their purchase. The fact that online is cheap and convenient but consumers need a guarantee of safe and secure online payments. Just because some consumers have trust issues on online payments the e-commerce websites have even got a pay on delivery option where the consumers can pay once the product reaches their doorstep. The online shopping experience and the quality of the products, these both should satisfy the consumers. (Debnath Burman and Dr. Artee Aggarwal, 2015)

RAKESH KUMAR GAUTAM AND DR. K MISHRA, 2016 This article gives us an overview of the rural women entrepreneurship in India. There are many issues that are faced by women entrepreneurs such as the problem of funds,



competition, male dominated society, family issues, etc. Due to these issues rural women entrepreneurs do not come up with business ideas. Their main challenge is to overcome these issues. Besides these issues women entrepreneurs are considered to be more in traditional industries and are criticised to be engaged in handloom and handicraft and in non-traditional terms. But in today's modern world women entrepreneurs are actively taking part in almost all industries. The government of India has also announced various schemes to support women entrepreneurs such as the Pradhan Mantri Rozgar Yojna, Mudra Yojna Scheme, Shri Shakti Loan. Women entrepreneurs are important for the economical development of the country. (Rakesh Kumar Gautam and Dr. K. Mishra, 2016)

DR.SURBHI SHANKER AND DR.SALONI SHANKER, 2019 India is one of the major countries that have focused on their development in e-commerce. India has seen a growth of about 40-45% per annum. Consumer rights seem to be not protected fully due to the non-availability of strict laws. The causes of bad treatment to a consumer are basically unethical ads, malpractices, etc. To protect these consumer rights strict laws must be enforced. There are already certain laws that help in protecting consumer rights but the laws still need to be rigorous. The eight rights that a consumer has under consumer protection laws are right to safety, right to basic needs, right to information, right to choose, right to representation, right to redress, right to consumer education, right to healthy environment. Even media in any form like print, television, etc. play an important role in spreading the awareness of these rights and through media the public must give a message to the government to introduce strict laws for consumer protection. (Dr. Surabhi Shanker and Dr. Saloni Shanker, 2019)

SACHIN MODGIL, YOGESH K.DWIVEDI, NRIPENDRA P.RANA, SHIVAM GUPTA, SACHIN KAMBLE, 2021 This article gives us an overview of how covid-19 has pushed everyone to online mode or digital mode of entrepreneurship. Digital entrepreneurship had a sharp rise during covid-19 but multiple restrictions have disrupted economic activities. There are policies which the government considers as challenges in order to digitalise platforms for SME's. Covid-19 has led to quarantine and this led to shifting everything to online mode including many entrepreneurs who had started their businesses had also shifted to online mode. All businesses need to be equipped with digital technology during the

pandemic and digitalisation should be a must in all departments of the business. In order to grow a particular company the company must adopt digitalisation platforms during covid-19. (SACHIN MODGIL, YOGESH K.DWIVEDI, NRIPENDRA P.RANA, SHIVAM GUPTA, SACHIN KAMBLE, 2021)

GIRISH S BAGALE, 2014 This article gives us an overview of how e-commerce is a major competitor to MSME sector. MSME sector that is the micro, small, medium enterprises provide a lot of employment. There is also high competition from various e-commerce giants. MSME generates about 45% of total manufacturing output, 40% to export from India and contributes 8% to the GDP. People do prefer buying online since it is convenient and can place order from any location and can get the delivery for that particular product at their place. Even the MSME sector now provides deliveries of products to consumers at their place. This is because MSME sector needs to give a tough fight to e-commerce firms and MSME is an important contributor to the GDP of the country. (Girish S. Bagale, 2014)

M.BALAKRISHNAN, B.GANESH KUMAR, CH.SRINIVASA RAO, S.K.SOAM, 2018 In this article we get to know about the latest technology introduced in order to improve agriculture and help in cost reduction. The government of India has given an initiative to promote digital transactions which help in building a good digital economy as well and in the field of agriculture selling through the mode of online helps in promoting digitalisation and even help in pushing the government's initiative forward. The three e-business markets are basically B2B, B2C, C2C. The model selected by the business would be taken on the basis of the product sold in the market. Basically innovative ideas should be given in order to make working of e-commerce easy.

D.K. GANGESHWAR, 2013 In this article we get to know about the quality of services we get through the business units and how it affects the business done through online mode. Basically the countries having a huge population and a good connectivity of internet drive e-commerce. While in the modern world even the countries having less population are buying through online mode since they find it cheaper and some goods are also not found in stores near them.



SWATI DHIR AND SANJAY DHIR, 2018 There is a lot of competition in the field of e-commerce and in order to keep the organisation flexible and the management must make sure that they have an efficient staff where it can overcome challenges in the way of growth. India is on the verge on development of online shopping and to influence the youths of 18 to 35 years. E-commerce must provide good and valid information of each and every product.

KUMAR ANUJ, FAHAD FAYAZ AND MS.NAMITA KAPOOR, 2018 E-Commerce helps in creating a sustainable economic growth. It contributes a large percentage in the development of an economy. E-commerce helps in expanding the market as well as creates a structured market. Indian e-commerce market is set to grow 21% in 2022. India is one of the largest growing economy in the world. The increased use of e-commerce platforms has increased internet usage. E-Commerce is a major contributor towards the economic development of a country. India has increased its digital transactions through paying from online mode while purchasing from E-Commerce companies. India's consumer digital economy is set to touch US\$ 1 trillion by 2030.

OBJECTIVES

- 1) To analyse the behaviour of an e-commerce company and an entrepreneur on the contribution towards the country.
- 2) To examine the level of demand by e-commerce company of a particular product which is in demand and study the type of entrepreneurs which succeed in this competitive environment.

III. METHODOLOGY

Exploring the contribution of e-commerce companies and entrepreneurs towards the economy and its impact on the country is the main objective of the study. The primary data were collected through respondents by preparing a structured questionnaire. There were 50 respondents to the structured questionnaire.

LIMITATIONS

- 1) The study here limits the researcher to focus on the aspect of behaviour and attitude of a consumer vastly and not the other aspects in depth.
- 2) The respondents were based in Bangalore and majority of them were students so the other occupations could not be analysed in the primary data.

IMPORTANCE OF STUDY

This study focuses on how e-commerce companies and entrepreneurs help in building a strong economy of a country. The various aspects of economy, agriculture, MSME, new technology have been focused in this study.

This study will help focus on what the consumer perception is on e-commerce companies and on entrepreneurs and how it can benefit the e-commerce companies, entrepreneurs and consumers.

STATEMENT OF PROBLEM

To fill the research gap by finding out and analysing as to what a consumer reacts towards an e-commerce company as well as entrepreneurs. Another very important problem addressed would be to have a clear understanding a particular e-commerce company and what type of entrepreneurs could succeed a business.

IV. DATA ANALYSIS

TABLE 1

NOT MAJOR CATEGORY OF E-COMMERCE	PERCENTAGE
B2C	34.7
B2B	24.5
C2B	26.5
C2C	14.3

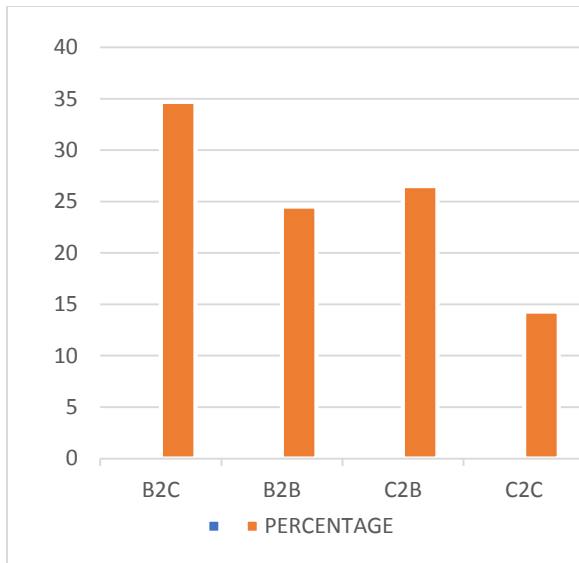


FIGURE 1

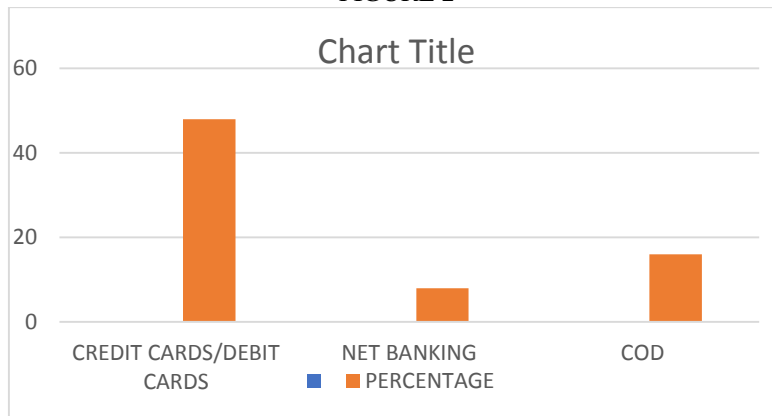
INTERPRETATION

The above diagram shows 34.7% have chose B2C as not a category of e-commerce and it ranked the highest percentage as B2C is not a major category of e-commerce, 24.5% have chosen as B2B as not a category of e-commerce, 26.5% have chosen C2B as not a category of e-commerce and 14.3% have chosen C2C as not a category of e-commerce.

TABLE 2

PAYMENT OPTION	PERCENTAGE
CREDIT CARDS/DEBIT CARDS	48
NET BANKING	8
COD	16

FIGURE 2



INTERPRETATION

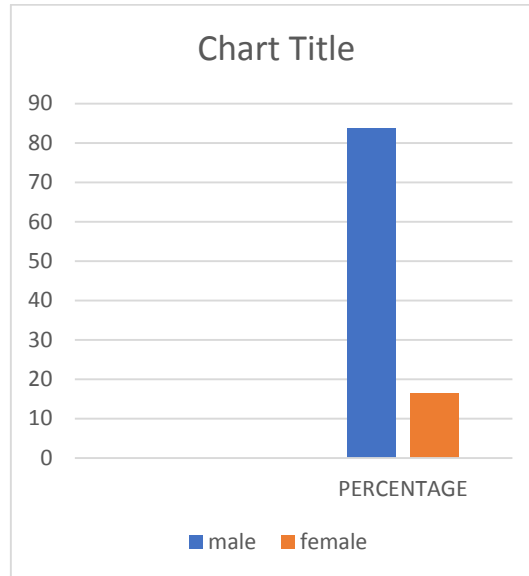
The above diagram shows that 48% people prefer to pay through credit or debit cards and ranked the highest percentage of votes as it is easy and convenient to pay through online mode, 8% through net banking and 16% through cash on delivery option.

TABLE 3

GENDER	PERCENTAGE
male	83.7
female	16.3



FIGURE 3



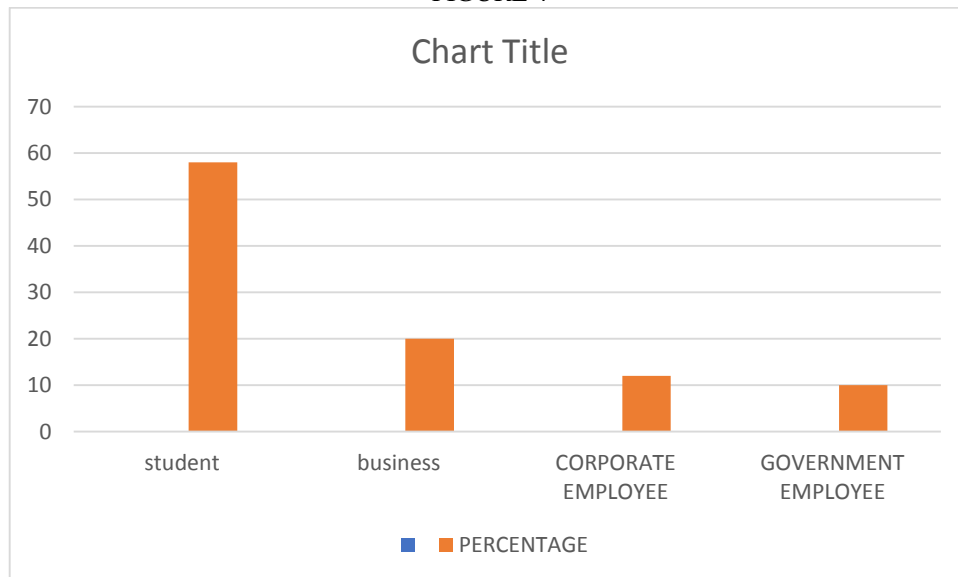
INTERPRETATION

The above diagram interprets that the people who have responded to the questionnaire are 83.7% males who have answered the majority percentage of the structured questionnaire and 16.3% females.

TABLE 4

OCCUPATION	PERCENTAGE
Student	58
Businessmen	20
Corporate employee	12
Government employee	10

FIGURE 4





INTERPRETATION

In the above diagram there are 58% of students who have the majority to answer this structured questionnaire as the survey was highly based on the opinion of students, 20% of them are businessman who have responded to the questionnaire, 12% of them are corporate employees who have responded to the questionnaire and 10% of them are government employees who have responded to the questionnaire.

V. FINDINGS

The following findings are generated from this research paper:

From the study it shows that the occupation that influences the e-commerce and entrepreneurship. Basically it shows the types of brand that are influenced by a consumer and this impacts the online buying options given by the e-commerce firms. The study also shows that a particular age group that is highly involved in purchasing products online and also the types of entrepreneurs they prefer. The study also shows how e-commerce and entrepreneurship contribute to the growth of the economy.

VI. CONCLUSION

People in today's world want to shop at their convenience and majorly preferring no contact delivery and prefer paying online which makes it easy for the consumer. The study in depth analysis the consumer behaviour towards a particular e-commerce brand and supporting an entrepreneur which can help him grow his business. The present paper attempts to know about how an e-commerce firm and entrepreneur can affect the economy of a country. It also attempts to know the attitude of consumers towards online buying. The attitude may vary from person to person.

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