



International Journal of Marketing and Technology

(ISSN: 2249-1058)

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
<u>1</u>	Current status and strategies of Electronic waste management in Bangladesh. Md. Ziaul Haque, Mohammad Rezaul Karim and Mohammad Sarwar Hossain Islam	<u>1-24</u>
<u>2</u>	Obstacles To Information System Adoption In Higher Learning Institutions (HLIS) In Dar Es Salaam-Tanzania. Dr. George Kanire and Dr. Richard Nyangosi	<u>25-43</u>
<u>3</u>	An Empirical Investigation Of The Determinants Of Deposit Money Bank's Investment In Treasury Bills In Nigeria (1970-2009). Chris O Udoka and Roland Anyingang A.	<u>44-61</u>
<u>4</u>	Self Consciousness Among The Atm Users Of E-Banking Service. Armin Mahmoudi	<u>62-75</u>
<u>5</u>	Role Of Banks In Financial Inclusion Process In India. T. Ravikumar	<u>76-102</u>
<u>6</u>	A Study Of Organisational Development: Exploring The Impact Of High Performing Employees Through Job Satisfaction. Dr. Syed Khalid Perwez and S. Mohamed Saleem	<u>103-127</u>
<u>7</u>	Community Participation In Minimizing Leakage: A Case Study In Manas National Park. Birinchi Choudhury and Chandan Goswami	<u>128-147</u>
<u>8</u>	Effect of After Sales Services of Cars in Building Customer Loyalty. Mr. Nikhil Monga and Dr. Bhuvnender Chaudhary	<u>148-171</u>
<u>9</u>	Foreign Direct Investment On India's Automobile Sector. K. Rajalakshmi and Dr. T. Ramachandran	<u>172-207</u>
<u>10</u>	Store Image Dimensions: Customers' Perception. Ms. Sangeeta Mohanty	<u>208-225</u>
<u>11</u>	Globalisation: Impact Of Fii's Investment On Stock Indices, Equity And Debt Markets, Market Capitalisation Of Bse And Nse And Exchange Rates Of India – (1999-2009). Dr. Hala Raman	<u>226-254</u>
<u>12</u>	Measuring The Women's Involvement In Purchase Making Decisions. Atul Kumar	<u>255-276</u>
<u>13</u>	Challenges, Methodologies and Management Issues in the Usability Testing of Mobile Applications. Shashiraj Teotia, Shashi and Raviraj Teotia	<u>277-292</u>
<u>14</u>	E Commerce In India – The Way To Shop. Raj Kumar Sharma and Dr. Sambit Kumar Mishra	<u>293-313</u>
<u>15</u>	M-Commerce Challenge Model for Quality control. AMIT YADAV, SUMIT BHATNAGAR and SANJEEV PANWAR	<u>314-331</u>
<u>16</u>	FDI and Indian Retail Sector – The Path Ahead. Dr Surender Kumar Gupta	<u>332-347</u>

Chief Patron

Dr. JOSE G. VARGAS-HERNANDEZ

Member of the National System of Researchers, Mexico

Research professor at University Center of Economic and Managerial Sciences,

University of Guadalajara

Director of Mass Media at Ayuntamiento de Cd. Guzman

Ex. director of Centro de Capacitacion y Adiestramiento

Patron

Dr. Mohammad Reza Noruzi

PhD: Public Administration, Public Sector Policy Making Management,

Tarbiat Modarres University, Tehran, Iran

Faculty of Economics and Management, Tarbiat Modarres University, Tehran, Iran

Young Researchers' Club Member, Islamic Azad University, Bonab, Iran

Chief Advisors

Dr. NAGENDRA. S.

Senior Asst. Professor,

Department of MBA, Mangalore Institute of Technology and Engineering, Moodabidri

Dr. SUNIL KUMAR MISHRA

Associate Professor,

Dronacharya College of Engineering, Gurgaon, INDIA

Mr. GARRY TAN WEI HAN

Lecturer and Chairperson (Centre for Business and Management),

Department of Marketing, University Tunku Abdul Rahman, MALAYSIA

MS. R. KAVITHA

Assistant Professor,

Aloysius Institute of Management and Information, Mangalore, INDIA

Dr. A. JUSTIN DIRAVIAM

Assistant Professor,

Dept. of Computer Science and Engineering, Sardar Raja College of Engineering,

Alangulam Tirunelveli, TAMIL NADU, INDIA

Editorial Board

Dr. CRAIG E. REESE

Professor, School of Business, St. Thomas University, Miami Gardens

Dr. S. N. TAKALIKAR

Principal, St. Johns Institute of Engineering, PALGHAR (M.S.)

Dr. RAMPRATAP SINGH

Professor, Bangalore Institute of International Management, KARNATAKA

Dr. P. MALYADRI

Principal, Government Degree College, Osmania University, TANDUR

Dr. Y. LOKESWARA CHOUDARY

Asst. Professor Cum, SRM B-School, SRM University, CHENNAI

Prof. Dr. TEKI SURAYYA

Professor, Adikavi Nannaya University, ANDHRA PRADESH, INDIA

Dr. T. DULABABU

Principal, The Oxford College of Business Management, BANGALORE

Dr. A. ARUL LAWRENCE SELVAKUMAR

Professor, Adhiparasakthi Engineering College, MELMARAVATHUR, TN

Dr. S. D. SURYAWANSHI

Lecturer, College of Engineering Pune, SHIVAJINAGAR

Dr. S. KALIYAMOORTHY

Professor & Director, Alagappa Institute of Management, KARAIKUDI

Prof S. R. BADRINARAYAN

Sinhgad Institute for Management & Computer Applications, PUNE

Mr. GURSEL ILIPINAR

ESADE Business School, Department of Marketing, SPAIN

Mr. ZEESHAN AHMED

Software Research Eng, Department of Bioinformatics, GERMANY

Mr. SANJAY ASATI

Dept of ME, M. Patel Institute of Engg. & Tech., GONDIA(M.S.)

Mr. G. Y. KUDALE

N.M.D. College of Management and Research, GONDIA(M.S.)

Editorial Advisory Board

Dr. MANJIT DAS

Assistant Professor, Deptt. of Economics, M.C.College, ASSAM

Dr. ROLI PRADHAN

Maulana Azad National Institute of Technology, BHOPAL

Dr. N. KAVITHA

Assistant Professor, Department of Management, Mekelle University, ETHIOPIA

Prof C. M. MARAN

Assistant Professor (Senior), VIT Business School, TAMIL NADU

Dr. RAJIV KHOSLA

Associate Professor and Head, Chandigarh Business School, MOHALI

Dr. S. K. SINGH

Asst. Professor, R. D. Foundation Group of Institutions, MODINAGAR

Dr. (Mrs.) MANISHA N. PALIWAL

Associate Professor, Sinhgad Institute of Management, PUNE

Dr. (Mrs.) ARCHANA ARJUN GHATULE

Director, SPSPM, SKN Sinhgad Business School, MAHARASHTRA

Dr. NEELAM RANI DHANDA

Associate Professor, Department of Commerce, kuk, HARYANA

Dr. FARAH NAAZ GAURI

Associate Professor, Department of Commerce, Dr. Babasaheb Ambedkar Marathwada University, AURANGABAD

Prof. Dr. BADAR ALAM IQBAL

Associate Professor, Department of Commerce, Aligarh Muslim University, UP

Dr. CH. JAYASANKARAPRASAD

Assistant Professor, Dept. of Business Management, Krishna University, A. P., INDIA

Technical Advisors

Mr. Vishal Verma

Lecturer, Department of Computer Science, Ambala, INDIA

Mr. Ankit Jain

Department of Chemical Engineering, NIT Karnataka, Mangalore, INDIA

Associate Editors

Dr. SANJAY J. BHAYANI

Associate Professor, Department of Business Management, RAJKOT, INDIA

MOID UDDIN AHMAD

Assistant Professor, Jaipuria Institute of Management, NOIDA

Dr. SUNEEL ARORA

Assistant Professor, G D Goenka World Institute, Lancaster University, NEW DELHI

Mr. P. PRABHU

Assistant Professor, Alagappa University, KARAIKUDI

Mr. MANISH KUMAR

Assistant Professor, DBIT, Deptt. Of MBA, DEHRADUN

Mrs. BABITA VERMA

Assistant Professor, Bhilai Institute Of Technology, DURG

Ms. MONIKA BHATNAGAR

Assistant Professor, Technocrat Institute of Technology, BHOPAL

Ms. SUPRIYA RAHEJA

Assistant Professor, CSE Department of ITM University, GURGAON

Title

E COMMERCE IN INDIA – THE WAY TO SHOP

Author(s)

Raj Kumar Sharma

Research Scholar,

Singhania University,

Pacheri, Distt. Jhunjhunu,

Rajasthan -333515

Dr. Sambit Kumar Mishra

Asst. Director,

Institute of Chartered Accountants of India,

JP Marg, New Delhi

ABSTRACT:

A rapidly expanding middle class with high aspirations and a growing appetite for quality goods make India an attractive investment destination for consumer goods companies. With the growing economy, not only the per capita income is increasing but number of households in this segment is exploding in double digit growth rate. The rich are becoming richer and richer leading to the economic divide. The young population prefers to have working partner which increases dependency on having all the comforts at home. With both husband and wife working leads to increased buying power and the desire for high quality goods, comforts and luxury especially in the metros. This trend is now going to rural areas as well, as opportunities are increasing and companies are targeting rural India which is where majority of India lives.

1.0 Introduction:

The worldwide popularity of Internet has resulted in the stable development and overwhelming acceptance of E-Commerce. E-Commerce provides with a rich online transaction experience. Business-to-Business is the largest E-Commerce in the present time. Peer-to-Peer and Consumer-to-Consumer are two important types of E-Commerce. The meaning of the term electronic commerce has changed over time. Originally, “electronic commerce” meant the facilitation of commercial transactions electronically, usually using technology like Electronic Data Interchange (EDI) to send commercial documents like purchase orders or invoices electronically. Today it includes activities more precisely termed “Web commerce”—the purchase of goods and services over the World Wide Web via secure servers (note HTTPS , a special server protocol which encrypts confidential ordering data for customer protection) with e- shopping carts and with electronic pay services, like credit card pay authorizations. The term 'E-commerce' has come out of the term 'e-mail' which means doing online business with the help of computer, e-mail, fax, and telephone lines. In 1972, IBM used the term 'e-commerce and with the invention of computers in 1973 the first successful transaction was carried out between USA and European Union.

2.0 Review of Literature:

The use of E-commerce started around two decades ago with the invention of technology such as Electronic Fund transfer (EFT). Initially its use was confined to big corporations, financial institutions and a few business entrepreneurs. With the introduction of Electronic Data Interchange (EDI), its use extended to producers, retail traders and other services. Its use kept on spreading in many different areas such as stock trading, travel reservations. With the commercialization of internet at the outset of 1990 decade, a new term e-commerce was tossed and thereafter the use of this term enhanced enormously. One of the reasons for increasing its enormous use is the development in the field of networking, protocol and software. The other reasons are the rising pressure of trade and competition.

During 1995 and 1999, many new experiences and inventions came up ranging from advertising to auctioning in the world of e-commerce. By the year 2000, the e-commerce reached out to millions of users through World Wide Web. Now e-commerce is going hand in hand with business motive. It took approximately four years to develop the security protocols (for example, HTTP) and DSL which allowed rapid access and a persistent connection to the Internet. In 2000 a great number of business companies in the United States and Western Europe represented their services in the World Wide Web. At this time the meaning of the word ecommerce was changed. People began to define the term ecommerce as the process of purchasing of available goods and services over the Internet using

Secure connections and electronic payment services. Although the dot-com collapse in 2000 led to unfortunate results and many of ecommerce companies disappeared, the "brick and mortar" retailers recognized the advantages of electronic commerce and began to add such capabilities to their web sites (e.g., after the online grocery store Webvan came to ruin, two supermarket chains, Albertsons and Safeway, began to use ecommerce to enable their customers to buy groceries online). By the end of 2001, the largest form of ecommerce, Business-to-Business (B2B) model, had around \$700 billion in transactions. One more company which has contributed much to the process of ecommerce development is Dell Inc., an American company located in Texas, which stands third in computer sales within the industry behind Hewlett-Packard and Acer.

Types of E-Commerce

In simple words, E-Commerce is doing the work of commerce electronically. E-Commerce can be between many groups. It can be between business and business, or between business and consumers, or can be between business and employees, and can be many more.

A. B2B – Business to Business E-Commerce

B2B or business to business is a e-commerce transaction between companies for sale or purchase of products, services, or information. Forecasts are that B2B revenue will far exceed business-to-consumers (B2C) revenue in the near future. B2B e-commerce can save or make your company money. Some ways companies have benefited from B2B e-commerce include:

- Managing inventory more efficiently
- Adjusting more quickly to customer demand
- Getting products to market faster
- Cutting the cost of paperwork
- Reigning in rogue purchases
- Obtaining lower prices on some supplies

Forrester predicted in 2001 that the US would be exporting \$1.4 trillion worth of goods through online marketplaces by 2004, and associated easy payment systems were proving their worth in 2001. According to American CRM, customer relationship management expenditures are expected to grow from \$5.4 billion in 2002 to \$11.0 - \$16.9 billion in 2004. Demand is growing for B2B products in midsize US companies, reported Gartner in January 2002. Fifty percent of European firms expect B2B investment to create a 5% productivity growth. IDC forecast a 49% annual growth in Japanese B2B to \$504 billion in 2005, but prospects in Asia and the Pacific Rim need careful research.

B. B2C - Business to Consumer

B2C (Business to Consumer): Refers to a business communicating with or selling to an individual rather than a company. It refers to Businesses selling to the general public typically

through catalogs utilizing shopping cart software. Doing business online no longer requires a huge investment by retailers, thanks to developments in template-based online stores which are based on packaged applications that are delivered over the internet. All online stores will require the same functions: catalogues, order baskets, payment processing, content management and member management.

Having a hard time finding a book? Need to purchase a custom, high-end computer system? How about a first class, all-inclusive trip to a tropical island? With the advent e-commerce, all three things can be purchased literally in minutes without human interaction.

B2C e-commerce has the following advantages:

Shopping can be faster and more convenient.

- Offerings and prices can change instantaneously.
- Call centers can be integrated with the website.
- Broadband telecommunications will enhance the buying experience.

Challenges faced by B2C e-commerce

The two main challenges faced by B2C e-commerce are building traffic and sustaining customer loyalty. Due to this, many smaller firms find it difficult to enter market and remain competitive. In addition, online shoppers are very price-sensitive and are easily lured away, so acquiring and keeping new customers is difficult.

C. B2E - Business to Employee

B2E (Business to Employee) E-Commerce generally refers to the business between the company and its employees. The examples could be a company e-store where employees can buy the company goods and services at discounted prices . The other example could be requisitioning of supplies by employees for use in their jobs, but this really has grown to encompass much more. For example, B2E makes it very easy for an employee to requisition a new toner cartridge and printer paper - the order is entirely electronic, and supervisors are asked to approve the requisition in the event that the total order exceeds preset limits for that particular employee. However, B2E has grown into technologies that allow the employee to access their employee records to update address information, shift investments, or maintain their internal resume. Many

companies have found that B2E technologies have dramatically reduced the administrative burdens with the human resources department. Admittedly, maintaining employee information has little to do with commerce, but this term has grown to encapsulate this activity into the B2E definition.

D. C2B - Consumer to Business

C2B is a business model in which consumers (individuals) offer products and services to companies and the companies pay them. This business model is a complete reversal of traditional business model where companies offer goods and services to consumers. This kind of economic relationship is qualified as an inverted business model. The advent of the C2B scheme is due to major changes:

- Connecting a large group of people to a bidirectional network has made this sort of commercial relationship possible. The large traditional media outlets are one direction relationship whereas the internet is bidirectional one.
- Decreased cost of technology : Individuals now have access to technologies that were once only available to large companies (digital printing and acquisition technology, high performance computer, powerful software)

Blogs have paved the way for news C2B and C2C applications by giving the opportunity and tools to anyone to express themselves easily and to communicate inexpensively. For instance, Nano-publishing is a concrete application of C2B and C2C schemes using a blog as a support medium, amateurs talk about precise subjects concerning their area of expertise through vertical blogs and are remunerated per published posts or commissioned on advertising or affiliation revenues generated by traffic on their blog (ex : Gizmodo.com) . Podcasting, video casting, RSS and other blog related technologies help to provide opportunities to develop new economic systems and to generate alternative revenues. Online Advertising sites like Google Ad sense, affiliation platforms like Commission Junction and affiliation programs like Amazon are the best examples of C2B schemes

E. C2C - Consumer to Consumer

The C2C business is the one that originates from consumers and the destination is also consumers. The most famous and successful example of a Consumer-to-Consumer application is

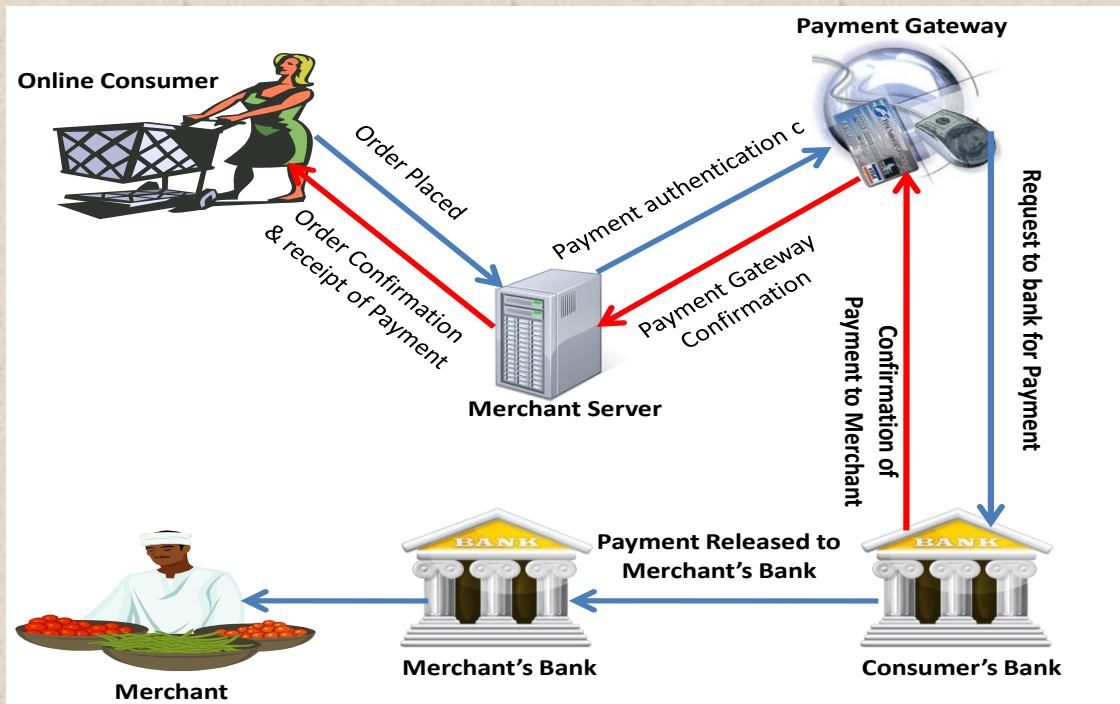
EBay. It's an online auctioning site that facilitates the trade of privately owned items between individuals. The website claims that through EBay, practically anyone can trade anything. The company began in September 1995 when Pierre Omidyar decided to establish the first online marketplace (EBay, 1995-2004). Since that time, the company has continued to grow both in size and popularity. EBay is now considered one of the most successful C2C e-businesses ever.

Other examples of Consumer-to-Consumer applications are service and employment websites such as Monster.com, Seek.com.au and CareerOne.com.au. These websites provide a valuable service to consumers looking for jobs. Employers can advertise on these websites and potential employees can contact their organization for an interview. There are many sites offering free classifieds, auctions, and forums where individuals can buy and sell thanks to online payment systems like PayPal where people can send and receive money online with ease. Consumer-to-Consumer applications are a growing area of e Commerce. As online business expands, peer-to-peer transactions will continue to grow in popularity and the industry will become highly profitable.

F. Other e-Commerce Types

G2G (Government-to-Government), G2E (Government-to-Employee), G2B (Government-to-Business), B2G (Business-to-Government), G2C (Government-to-Citizen), C2G (Citizen-to-Government) are other forms of ecommerce that involve transactions with the government--from procurement to filing taxes to business registrations to renewing licenses. There are other categories of ecommerce out there, but they tend to be superfluous.

Working of Payment Gateway



- Though it may sound simple but in fact the entire working of a payment gateway includes of multiple complex steps; a brief of which is given below: -
- Consumer places the order on online site and it is sent to the merchant's online server in encrypted format. This is usually done via SSL (Secure Socket Layer) encryption.
- The business details are then passed on to the concerned Payment Gateway for payment processing.
- The business information is then forwarded to the Consumers bank by the Payment Gateway for release of payment.
- The Consumer's bank confirms the release of payment to the payment gateway and transfers the payment to merchant's bank.
- The reply is then passed by the Payment Gateway to the merchant's server.
- At merchants server the reply is encrypted again and is relayed back to the customer. This allows the customer to know that whether the order has been placed successfully or not.
- The entire process typically takes less than 5 seconds.

Kinds of Payment Gateways

Payment Gateway refers to an e-commerce service that approves payments for e-businesses & online retailers. In a way shows a physical POS (Point-of-sale) terminal located in most retail outlets. Payment gateways encrypt sensitive information, such as credit card numbers, to make sure that information passes securely between the customer and the merchant.

Pre-Requisites for Payment Gateway

Payment Gateway holds the real meaning of any ecommerce site. One cannot think of making or getting on-line payments without a Payment Gateway. Payment Gateway basically refers to an e-commerce service that approves payments for e-businesses & online retailers. It in a way show a physical POS (Point-of-sale) terminal located in most retail outlets. Payment gateways encrypt sensitive information, such as credit card numbers, to make sure that information passes securely between the customer and the merchant.

3.0 Research Methodology:

The data collected to do this study has been collected from various resources from internet study reports. We have used percentage method for analysis and recommendations.

4.0 Analysis:

The internet population in India has been continuously growing by leaps and bounds and based on the data from Internet World Stats, India stands third in the world Internet population after China and USA.

Statistics compiled and updated in June 2011 by Internet World Stats shows the top 10 countries in terms of the number of internet users:

1. China: 485,000,000 (23.0% of World users)
2. US: 245,000,000 (11.6%)
3. India: 100,000,000 (4.7%)
4. Japan: 99,182,000 (4.7%)

5. Brazil: 75,982,000 (3.6%)
6. Germany: 65,125,000 (3.1%)
7. Russia: 59,700,000 (2.8%)
8. UK: 51,442,100 (2.4%)
9. France: 45,262,000 (2.1%)
- 10 Nigeria: 43,982,200 (2.1%)

(Internet World Stats at <http://www.internetworldstats.com/top20.htm>, August 2011)

Countries with the most internet users in 2008:

1. US
2. China
3. Japan
4. Brazil
5. Germany

If we compare the present Internet population with that of 2008 then India has overtaken Japan , Brazil and Germany to rise up to third rank in world internet population .Based on some studies by India Infoline 2008, IMRB and few other published research documents , some statistics about Indian Internet users is as follows:

YEAR	Users	Population	% Pen.	Usage Source
1998	1,400,000	1,094,870,677	0.10%	ITU
1999	2,800,000	1,094,870,677	0.30%	ITU
2000	5,500,000	1,094,870,677	0.50%	ITU
2001	7,000,000	1,094,870,677	0.70%	ITU
2002	16,500,000	1,094,870,677	1.60%	ITU
2003	22,500,000	1,094,870,677	2.10%	ITU
2004	39,200,000	1,094,870,677	3.60%	C.I. Almanac
2005	50,600,000	1,112,225,812	4.50%	C.I. Almanac
2006	40,000,000	1,112,225,812	3.60%	IAMAI

2007	42,000,000	1,129,667,528	3.70%	IWS
2009	81,000,000	1,156,897,766	7.00%	ITU
2010	100,000,000	1,173,108,018	8.50%	IWS

Source :<http://www.internetworldstats.com/asia/in.htm>

India's internet user base is mainly composed of youth segment, with majority user being 'young men'. This growth in the young population also is a contributor for growth of e-commerce in India. It is important to study the behavior of this young Internet population to understand the trends and growth parameters.

Most popular Online Activity among Internet Users in India

Online Activity	% Internet Users Undertaking
Emailing	94%
Download Music	72%
Instant Messaging / Chatting	56%
Job Search	56%
PC to Mobile SMS	55%
Social Networking	54%
Info Search Engine	52%
Watch Videos	50%
Screensavers / Wallpapers	50%
Online Communities	50%

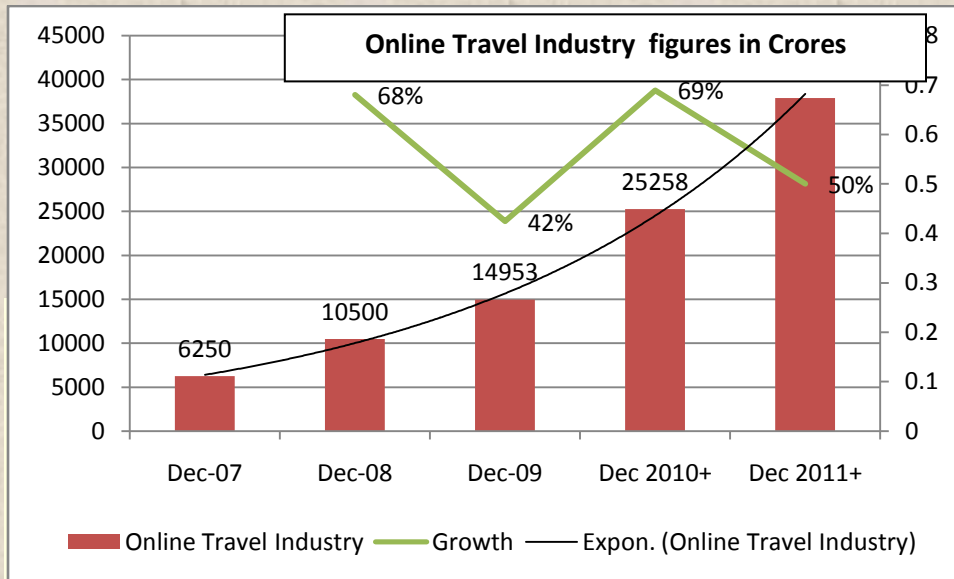
Source <http://indiamicrofinance.com/india-online-landscape-2010-internet-usage-statistics-india.html>

India with its 35+ million mobile internet users ranks No.2 in the world. And according to Google around 14 billion web pages were viewed by Indian mobile internet users in February 2010. These figures themselves speak volumes of the growing mobile internet users in India. The number of mobile internet users has grown nearly five times in the last five years. And now have a look at some of interesting web usage scenario of Indian users.

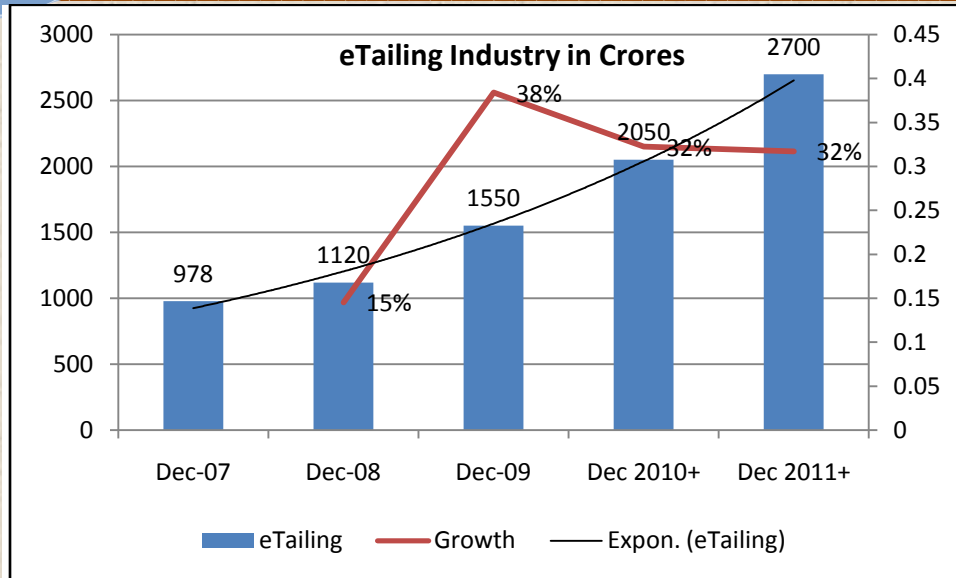
Fuelled by the sustained growth of the online travel industry, the Indian e-commerce market will gallop at an impressive growth rate of 47 per cent to over Rs 46,000 Crore in the 2011 calendar year, a report said."This growth is primarily driven by the online travel industry, which contributes 76 per cent to the total net commerce industry in India today," a report released by the Internet and Mobile Association of India (IAMAI) said.

(Figures in Crores. Percentages indicate share of the overall market size)

Year	Dec-07	Dec-08	Dec-09	Dec 2010+	Dec 2011+
Total Market Size	8164	14030	19688	31598	46520
Online Travel Industry	6250(77%)	10500(75%)	14953(76%)	25258(80%)	37890(81%)
Online Non-Travel Industry	1896(23%)	3530(25%)	4735(24%)	6340(20%)	8630(19%)
eTailing	978	1120	1550	2050	2700
Digital downloads or Paid Content					
Subscription	238	290	435	680	1100
Financial Services		1200	1540	2000	2680
Other Online Services(incl. Online Classifieds)	680	920	1210	1610	2150



The [IAMA report](#) on online commerce indicates that almost 80% market share of current online commerce industry is dominated by travel business and remaining 20% share is constituted of non-travel businesses such as e tailing (electronic retailing), digital download, paid content subscription, financial services, online classifieds, etc. Take this! The above ratio of e-commerce market share has been skewed not just recently. It's almost the same since last 5 years. The survey also indicates that there won't be any drastic changes in the trend until the end of the year. However, online users in India have exhibited willingness to make purchases over the internet, which is evident from the increasing awareness and growth of net commerce industry. The [online travel industry](#) has grown smartly from Rs.6250 Crore in 2007 to Rs.25258 Crore until Dec 2010 on the back of conveniences of paying online. Currently, domestic air travel segment constitutes 63% of online travel industry followed by 28% share from online Railway tickets.



E-tailing – which comprises buying consumer items including electronic products, home appliances, personal products such as apparels and jewelry and other accessories – is currently worth Rs.2050 Crore, and is expected to grow by 32% to Rs.2700 Crore by next year. Another segment that could witness humungous growth opportunity is online financial services including Net Banking, utility bills payment, insurance and other services. The financial service segment is estimated to be worth Rs.2000 Crore currently, but is expected to log 34% growth by Dec 2011.

Lastly, India has witnessed breathtaking growth in the mobile segment thanks to low-cost smart phones. The digital download segment has grown at the fastest pace of over 50% year on year growth since Dec 2008. Majority of the mobile transactions through Ringtone / Wallpapers / Pictures downloads is said to be worth Rs.140 Crore. To the same extent as mobile downloads, even mobile recharge for pre-paid connections or paying post-paid bills forms a significant 34% market share of current digital downloads market size of Rs.680 Crore.

5.0 Conclusion, Suggestions and Recommendations.

The basic e Commerce Marketing principles have remained the same since the preliminary days of internet and e Commerce boom – bring the visitor to your website and convert the visitor to a customer. Though the entire e Commerce Marketing and Promotion has evolved around this same basic ideas, the internet evolution, increased competition, changes in user behavior with more internet savvy users, etc. have changed the methods, means and effort required to make

your e Commerce Website a successful business – research shows that more than 90% of e Commerce Websites are not living up to their full potential. Some important activities to be performed to increase traffic leading to e-commerce are as follows:

1. Bring the Visitor to your eCommerce Website

- Search Engine Optimization
- Search Engine Marketing (PPC, Text/Banner Ads)
- Product and Category structure for effective Product Rankings
- Google Products and other comparison shopping optimization
- Online Classifieds

2. Entice the Visitor to purchase (convert visitor to a customer)

- Site effectiveness, appropriate Call-to-Action areas
- Shopping Cart Optimization
- Promotions, Coupons, Sale - motivation for visitor to purchase
- Customer Connect – emotional content
- Increase Sales Per Order - associated products, customer recommendations, reviews

3. Repeat Business - bring the Customer back

- Customer Service
- Newsletters reminding them of upcoming promotions, New Coupons, Seasonal Sale
- Feedback Mechanism

6.0 References:

Following sites were referred for compiling this paper and would like to thank for contributions.

- http://www.goospoos.com/wp-content/uploads/2011/05/30458_2.jpg
- <http://trak.in/tags/business/2011/03/17/indian-e-commerce-market-2011-online-travel-bookings-dominate/>
- <http://www.slideshare.net/Vicks18/india-internet-statistics-e-statsindiacom-compendium-january-2011-pdf>
- <http://www.slideshare.net/Vicks18/india-internet-statistics-e-statsindiacom-compendium-january-2011-pdf>
- <http://www.ecommercewebsitedevelopers.com/ecommerce-marketing.php>http://www.domain-b.com/ebusiness/general/20050629_b2c.html
- <http://www.manjeetss.com/articles/advantagesdisadvantagesecommerce.html>
- http://www.ecommerce-guide.com/news/news/article.php/10380_1016181
- <http://www.pluggd.in/india-online-classified-industry/ecommerce-industry-in-india-as-a-whole-has-failed-to-wow-customer-interview-with-cto-indiatimes-1016/>
- http://www.ibscdc.org/Case_Studies/Marketing/Consumer%20Behaviour/CSB0029.htm
- <http://marketingchitchat.wordpress.com/2011/04/29/e-commerce-in-india-from-convenience-to-choice/>
- <http://www.questionpro.com/academic/968.html>
- [http://business.in.com/interview/web-special/ebay-ecommerce-to-be-\\$1bn-biz-in-india-by-2013/16942/1](http://business.in.com/interview/web-special/ebay-ecommerce-to-be-$1bn-biz-in-india-by-2013/16942/1)
- <http://www.hospitalitybizindia.com/detailNews.aspx?aid=10405&sid=1>
- <http://www.indianexpress.com/news/india-ecommerce-market-to-cross-rs-46-000-cr-in-2011/765223/0><http://contentsutra.com/article/indian-e-commerce-market-close-to-1-billion/>