

Evaluation Of The Globalisation Of Indian Business And E-Commerce

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Abstract: In response to these changes in the Indian e-commerce landscape, the Internet and Mobile Association of India (IAMAI) and International Marketing Research Bureau (IMRB) jointly conducted a survey in 2007. This was the first attempt in Indian history to come to an industry-wide consensus definition of consumer e-commerce. The notion was described as "purchasing and selling of goods and services through the internet or through any other internet-based application. In other words, it consists of transactions where the internet serves as a channel for the end user, who is a person, to enter into a contract, make a payment, or consume the service or product. Combinations of these three scenarios include: (1) contracting and paying online and consuming offline, such as books purchased from Flipkart; (2) consuming online and paying offline, such as internet data cards; and (3) contracting

and paying online and consuming offline. At the moment, e-commerce is being driven by urban Indian consumers. Most of the internet purchases made by these customers are for vacation, consumer gadgets, and literature. Furthermore, a significant fraction of online shoppers in urban India have been discovered to already make at least monthly purchases, despite the fact that expenditure per online buyer continues to be modest. Consumers in non-metropolitan regions will also contribute to development since, in contrast to online shoppers in cities, they are more inclined to purchase items online when they cannot be found in nearby retailers.

Keywords: Consumers, e-commerce, buying, selling, feedback

1 Introduction

While the first secure online transaction for retail took place in the month of August 1994, according the report of

Gilbert (2004) Gilbert (2004), commercial transactions were officially banned online until the spring of 1995. It was because of guidelines set in the National Science Foundation in the USA. The beginnings of online marketing can be traced to the month of August 1994, even whether the "first transaction" mentioned in the document can be questioned. Since then, over the last 10 years, conducting transactions using this fairly new method, also known as e-commerce has become the US market's fastest-growing sector (Willis 2004). Esch Jr. (2002) even asserts that the dot.com period of growth from 1996 to 2001 will be remembered as "the most dramatic communications growth period." The excitement surrounding this exciting medium and the business potential that it brought about was not a long-lasting one. The upper management wants IT executives justify their investment in capital for web-based businesses following the dot.com collapse in 2001 and 2002.

The executives are also expected to present measurable evidence of success on the internet and, make it more precise it is operating "...in an incredibly

authentic environment" (UCLA 2003). This means that it is a decade later that the internet has being a major instrument of international communications, the web has been subjected to the same oversight of finances and oversight as all business actions. The early data points to the possibility that the implosion was a blessing in disguise. At the end of 2002, 70% of American internet shops and 40% of dotcoms still operating reported profits (UNCTAD, 2003).

According to Applegate et al. (Applegate et al., 1996), e-commerce entails employing network communications technology to conduct a variety of operations up and down the value-added chain both within and outside the organisation. The characteristics of the web/internet composite have given rise to a number of features of electronic commerce that should all be acknowledged. These elements provide chances for business innovation and rivalry in the marketplace. The aspectand-opportunities framework expands on the hierarchical structure put forward ten years ago (Zwass, 1996) to recognise the unique features of e-commerce. The

opportunities are gained by comprehending and creatively using these facets.

According to the e-commerce hierarchy, there are three metalevels that each build on the one above them. The marketplace, a hierarchical (in the sense of an ongoing interorganizational supply chain) coordination of the delivery of goods and services, as well as the actual goods and services themselves, are all included in the top metalevel. Business services that enable the interchange of business documents through EDI, electronic funds transfer (EFT), and email make up the intermediate metalevel. The infrastructure, which includes the internet, various value-added networks, and the wired and wireless telecommunications networks that provide connection, is the level at which the functionality of the web is delivered across the internet.

The five activity areas of cooperation, communication, connection, and computation make up the elements of e-commerce. The activity domains increasingly build upon one another under this 5Cs framework. However,

they are largely distinct endeavours. Therefore, communication, which in turn involves connectivity and computation across the internet, supports collaboration in the same way that successful business is built on cooperation on several levels. However, the usage of the web as an interactive medium is not the basis for its implementation as a global supply-chain linkage (Applegate, 2022). This categorization enables the identification of the elements of e-commerce that give rise to particular potential for innovation. The areas of action and components within them include seen as extending from the heights of commercial activity in established supply chains and the market to the underlying telecoms infrastructure and new computer utilities.

2 Literature survey

Among others, Bashir (2015) 10 conducted a research to look at the numerous elements influencing how internet buyers behave while making purchases. The research demonstrates that convenience and trust are two crucial elements that influence the choice to buy while buying online. The

survey also shows that trust is more significant than convenience in the eyes of the younger generation. The report also demonstrates that consumers have little concern about disclosing their personal information online. In their research, Hooda and Aggarwal (2012) 11 attempted to determine the adoption rate of e-commerce across various demographic groups as well as the influence of demographic characteristics on the purchasing choice. It was also shown that while purchasing online, security is the top priority. Customers like using their credit cards as a form of payment. Convenience is the primary driving force for internet buying, according to the report.

In order to determine the relationship between online purchasing behaviour and data privacy perception, Shiau Chan and colleagues (2016) 12 did a research. The research finds that, other from the risk of transaction security, there is no meaningful relationship between data privacy and online buying behaviours. The research also shows that, other from affect-based trust assessment, there is no substantial relationship between age or gender and online buying behaviour. Xu

Huang and Dan Su (2011) 13 conducted study to determine how Chinese undergraduate students felt about internet buying. According to a study, the majority of undergraduate students have successfully passed a fundamental computer operations course, which forms the basis for online buying. According to the research, an improvement in computer handling skills leads to a decrease in perceived danger and an increase in the desire to purchase online. On the other hand, people avoid online purchasing because they are inexperienced with computers and the internet, which is the primary cause of the majority of perceived risks.

In a 2017 research by Sivasankaran (14), it was found that Indians spend an average of 14 hours online each week and are the fifth-largest YouTube users in the world. By 2020, the internet advertising industry would surpass Rs. 1000 crores due to the increasing number of online consumers. This study demonstrates the influence of lifestyle, spending power, attractiveness to the opposite sex, youth job status, family history, etc. on the internet shopping habits of young people. Online

marketers face challenges as a result of ongoing technological advancements. In an effort to understand the variables influencing customers' online buying behaviour in a setting of dynamic pricing, Nathan and colleagues (2018) undertook a research study. The study found that the seven factors—privacy concerns, shopping experiences, knowledge of dynamic pricing, buying strategies, intentions for retaliation, perceptions of fair prices, and intentions for self-protection—could have a significant impact on consumer buying behaviour and decisions. This research makes the case that online marketers should employ dynamic pricing strategies with consideration, taking into account how they may affect customer purchasing behaviour.

3 Methodology

The process of implementing e-commerce has been shown to be influenced by external circumstances outside the firm's control. , is what the industrial organisation framework refers to (Venkatraman & Prescott, 2019). A firm's planned reaction to market and industry demands is seen as its strategy. Managers in various industrial sectors

are exposed to various environmental circumstances, which makes it probable that they will create various strategies (Daniel et al., 2022). The competitiveness of the export market, the infrastructure of the export market, entry obstacles, and the industry's technological direction are all important external environmental elements that influence a firm's export marketing strategy, according to the industrial organisation theory. The company cannot control the external or contextual influences, which exist at both the industry and national levels.

SMEs often face significant levels of environmental uncertainty, including changes in borrowing rates, supply dependability, competitiveness, etc. This is connected to the fact that big clients or suppliers frequently force SMEs to embrace IT and e-commerce. The adoption of IT and e-commerce by small businesses has been proven to be significantly influenced by such pressure from trade partners. This is a limitation for businesses looking to use online commerce to reach a worldwide audience. Because of this, businesses must be picky and choose E-commerce

is used more often in certain areas of the economy than in others. High-tech enterprises are adept at creating and expanding their dynamic capacities, as shown by Zhu and Kraemer (2017), but conventional manufacturing organisations find it difficult to profit from digitally driven changes.

buying and consumer intentions to shop online in the future, we conceptualised the adoption of e-commerce by online consumers in our research. Numerous research have helped to prove that attitude is a key factor that favourably affects customers' desire to purchase online.

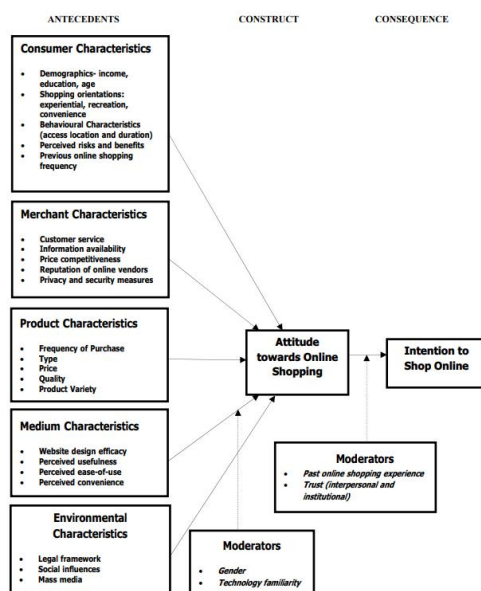


Figure 3.1 : Conceptual Model of Online Shoppers' Online Shopping Attitude
The Effects of Online Shoppers' Attitude Towards Online Shopping on Consumer Behaviour

On the basis of the material already available, we built the idea of e-commerce adoption in the preceding chapter. As a natural link between consumer attitudes towards online

The association between medium (internet)-related antecedents and online consumers' attitudes about online purchasing has been shown to be moderated by gender and technological familiarity. According to Richards and Shen (2016), a consumer's position as a shopper or browser is influenced by his or her familiarity with high-tech items and technology in general. In his study, Akram (2018) discovered that the relationship between customer purchase intention and perceived risk in online buying is indeed moderated by computer competence.

4 Research Approach

The research seeks to determine if the findings of earlier studies about the variables driving customers' adoption of the online shopping mode also explain consumers' online purchasing behaviour.

A quantitative research design strategy was used. According to Burns and Grove (2022), quantitative research is a formal, objective, systematic procedure used to characterise and evaluate correlations as well as look at interactions between variables' causes and effects. Through the use of a representative sample, descriptive survey methodology was employed to gather information on the population.

The Information Sources

In order to conduct this study, data were gathered from primary sources (information obtained directly from the respondents using a self-administered questionnaire) as well as secondary sources (journals, magazines, books, press releases, and reports published by government and private organisations).

The Research Sample

The research was carried out in India, where online buying, or internet shopping as it is more often known, is still in its infancy compared to other nations (apart from those in the third world). Sample size, characteristics, study environment, and sampling

method are all discussed in relation to the sampling process.

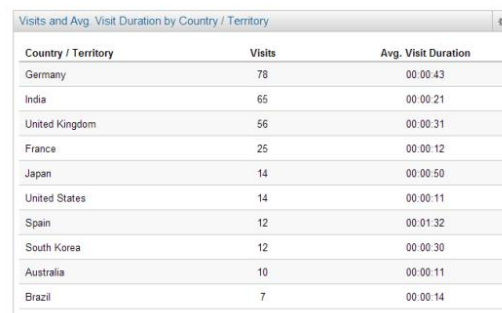
850 respondents received the sample size questionnaires from four major Indian cities: Delhi, Mumbai, Chennai, and Kolkata. A total of 850 questionnaires were given out; 400 were given to respondents in Delhi, while the remaining 450 were equally dispersed to respondents in Mumbai, Chennai, and Kolkata. However, only 725 acceptable surveys in total were gathered, giving an estimated response rate of 85%.

In the current study, customers are examined in order to determine their attitudes towards online shopping, the variables influencing such attitudes, and the ensuing desire to purchase online in the future. Customers made up the sampling units as a result. Given the restrictions on cost, time, and effort, it is challenging to locate and contact respondents from every state in a large nation like India. Therefore, it was necessary to identify a city or cities that are typical of India from which the sample units might be drawn. Although practically all of India's major cities have grown their economies, the

country's capital Delhi, Mumbai, Kolkata, and Chennai are the four primary metropolitan areas (<http://indiadiscovery.com/megametropolis/index.html>). As a result, the decision was taken to prefer these four metropolitan areas, which are India's oldest, most urbanised, and most populated (Census 2021). There are noticeable variances in the consumption patterns of the inhabitants of these cities, which make up a considerable fraction of the overall population of all the cities in the nation.

The IBM SPSS Statistics Software Version 20 was used to organise and analyse the data once it had been collected. On the basis of whether or not they had done any online shopping in the previous year, all respondents (N=725) were separated into two groups. Online shoppers were defined as respondents who had done their shopping online in the previous 12 months (N1=603), while non-online traditional consumers were defined as respondents who had not done so (N2=122). The profile of the respondents was examined using descriptive statistics, such as frequency

and percentages. Using ANOVA, the demographic traits of the online consumers were correlated with their attitude towards online buying. To test the suggested hypotheses (H1.1 to H1.3) pertaining to the variables: age, education level, and income level, the variable was further regressed on consumer attitude towards online shopping wherever the F statistic was found to be significant. The hypothesis was not supported if the F statistic was negligible.



Country / Territory	Visits	Avg. Visit Duration
Germany	78	00:00:43
India	65	00:00:21
United Kingdom	56	00:00:31
France	25	00:00:12
Japan	14	00:00:50
United States	14	00:00:11
Spain	12	00:01:32
South Korea	12	00:00:30
Australia	10	00:00:11
Brazil	7	00:00:14

Figure 4.1 : Visitors by country and time of visit

Paid traffic accounts for the majority of visitors (77.7%). 6.5% of all visitors are organic, but not all. Paid traffic may assist a website in short-term brand development, but in the long run, an organisation will gain more if it has a high percentage of organic visitors. When a website receives an organic visit, it means that a user found it by utilising a keyword phrase in a search engine. A

high percentage of organic traffic is crucial since it indicates how well the website is doing in search engines. In the next chapter, many strategies for boosting organic traffic will be covered.

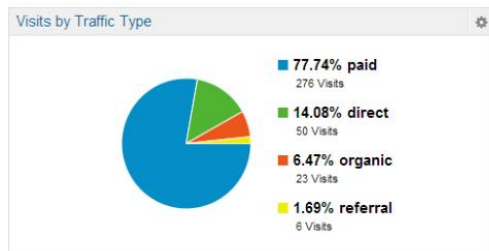


Figure 4.2 : Traffic Type

Attitudes of Online Shoppers Towards Online Shopping

The research looked at how online buyers adopted online buying by examining the connection between their attitude towards it (the core construct) and their intention to purchase online in the future (the consequential behaviour). The eight-item scale created by Chen et al. in 2004 was used to gauge online customers' attitudes about online buying. On a 7 point Likert scale, responses to these eight questions were recorded, with 7 representing a "favourable attitude towards online shopping," 4 representing "indifference," and 1 representing a "less favourable attitude towards online shopping." To explore the effects of the antecedent factors

thereupon, the average score of these replies was computed, and the resulting variable, "attitude towards online shopping," was utilised as the dependent variable (Jain and Jain 2011).

Table 5.1: Attitude Towards Online Shopping Descriptive Statistics

	N	Minimum	Maximum	Mean	SD	Variance
Online Shoppers' Online Shopping Attitude	603	2.00	6.88	4.62	0.77	0.59

Based on answers on an 8-item attitude measure, internet shoppers (N=603) received an average score (Chen et al., 2004). These comments were scored on a scale from 1 to 7 with 7 being the highest score. As a result, the observed score might vary from 1 (least positive attitude) to 7 (least favourable attitude), with a mean score of 4 predicted. The average attitude towards online shopping as seen is 4.62 (with a standard deviation of 0.77), which is higher than the average attitude as predicted, which is 4. With the aid of the ttest (see Table 5.2), the observed mean score of 4.62 was shown to be significantly different from the test value 4 (anticipated mean score of the online shopping attitude) (t-value= 19.85 and p=0.00).

Table 5.2: Online Shopping Attitude Score One-Sample t-Test Results

	Test Value = 4			
	Difference between actual and hypothetical means	df	T	p
Online shoppers' Online Shopping Attitude	0.62	602	19.85*	0.00

As was previously established, a number of antecedents influence online consumers' attitudes regarding online purchasing. First, ANOVA was used to identify statistically significant variations in the attitudes of online consumers towards online shopping scores for each demographic factor, including age groups, educational attainment, and income level. Karl Pearson's coefficient of correlation was used to analyse the association between online consumers' attitudes about online purchasing and other categories of antecedents. Multiple regression analysis was used to regress the relevant antecedent factors with online consumers' attitudes towards online purchasing, as shown by ANOVA analysis and correlation analysis. The inherent collinearity statistics were used to measure the collinearity concurrently.

5 : Conclusion

This study provides a variety of intriguing theoretical and practical insights. First off, it would seem that businesses without a defined strategic goal may have difficulties implementing e-commerce since it is unclear which objectives should be established and who is in charge of and accountable for attaining them. This result is in line with other research that highlights managerial commitment as being essential for the success of e-commerce. Another conclusion is that businesses should be certain there is a demand for the goods before investing significant resources in e-commerce. Prioritising e-commerce in the near term is less wise if there is insufficient demand on the market for online shopping. The study has also shown that e-commerce might be seen by management as being simple to execute, while in fact it is more complicated. E-commerce is a low-cost option from a financial standpoint, but the amount of time required should not be understated.

Additionally, having a distribution channel for e-commerce is sometimes a required but inadequate need for success. In addition to a virtual channel, businesses should think about having a

conventional one. A bricks-and-clicks business is often the most profitable. In this case, the web channel supports offline sales. This indicates that e-commerce best practises should also be taken into account. It is doubtful that there is a one-size-fits-all e-commerce approach, hence this must be done in the context of situational elements.

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