CHAPTER- 6
CONCLUSION
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E-commerce is extending quickly and has encouraged changes by altogether decreasing the expense of outsourcing and cooperation with outside elements. E-commerce is a key innovation for accelerating economic advancement, decreasing time scales, encouraging more prominent systems administration in the economy and making the speedier dispersion of learning and thoughts conceivable. Thirty factors have been elaborated by the researcher that was found responsible for the growth of E-commerce industry in India.

E-commerce drivers shift starting with one nation then onto the next. A few drivers that are found in some developed nations are not yet apparent in numerous growing nations. Sometimes the drivers in a developed nation could be obstructions in different nations.

A significant part of the development has happened in Asia. The area’s well-situated economies especially in assemblin, are presented as beneficiaries of clients in developing nations to embrace E-commerce strategies. China's population of Internet clients is, as of now the world’s third largest and is developing much more quickly than India's. China's web usage may prompt yet another boost for that nation as E-commerce instruments for acquisition, stock and store network operations are utilized to enhance efficiency for its effectively impressive ventures.

The rise of E-commerce has affected the global economy in many different ways. First of all it has affected information technology and all the economic sectors. Above all E-commerce has enhanced productivity growth worldwide and here it is possible to identify the number of qualified people needed to advance their country’s information economy or to calculate a number of investments needed to provide business with access to the Internet. Some countries are already benefiting from the results; they are now in a position to benchmark their economies with competitors internationally and there are many ways to accelerate the growth of productivity but the reason for this is rather controversial. Banks and financial services companies in the developing countries will need to adopt online payment systems, to obtain e-trade finance and equity investment. Tourism and its Internet incarnation are regularly cited
as one of the fastest growing E-commerce sectors. The impact of E-commerce on developing countries could be even stronger than that of developed countries because the scope for reducing inefficiencies and increasing productivity is much larger in developing countries. Online shopping is a new experience and has greatly impacted the lives of consumers in its short existence. It is expected to grow constantly in years to come with advancements in technology. Online shopping has made consumers more effective and efficient in their shopping behavior and has driven businesses to a new level forcing many to make the necessary adjustments and changes to reach the new market of knowledgeable consumers. The rapid growth of E-commerce has resulted in an E-transformation in the global retail infrastructure. The Internet has emerged as a cost effective means of doing business thanks to higher incomes and a more savvy population, despite being faced with numerous bottlenecks. Secure online payments, better electronic stores, return policies and exciting discounts could help the perceptions of shopping benefits. Considering the demographic profiles of online users; gender, age and education have significant relevance to web shopping in the current Indian scenario. Online users are aware of the serviceable and pleasure-seeking benefits of online shopping, but they are reluctant to actually utilize the Internet for shopping purpose.

With the advances in technology, more business opportunities will be discovered by companies. Electronic commerce will become an important part of the business in companies. Better understandings of consumer online shopping behavior will help companies in getting more online consumers and increasing their e-business revenues. At the same time as realized the benefits from E-commerce consumers are more willing to make purchases online. With the popularity of Internet the number of Internet users will continue to grow and more Internet users will become online consumer’s even regular online buyers. However the evolvement of E-commerce will bring new problems. The changes in business operation, business environment and economic condition will affect consumer online shopping behavior. Therefore, continuous efforts have to be devoted to studying consumer online shopping behavior in a dynamic way. It is believed that E-commerce will continue to grow and it will become not only an important business revenues channel but also a part of people’s daily life. This is one of the important studies on online shopping in an Indian context because it has included people from diverse backgrounds from different cities in India.
Presently Information and Communications Technologies (ICT) and E-commerce are at the center of an economic and social transformation that is positively impacting all countries. The third world has a massive E-commerce and marketing potential. A significant proportion of the third world is already partially developed and the population having a demographic profile similar to that of the developed economies. It is generally believed that E-commerce enables developing countries’ producers to overcome traditional limitations associated with restricted access to information, high market-entry costs and isolation from potential markets. The majority of developing countries face limitations in the development of their electronic economy (E-economy) stemming largely from low-income levels, low level of literacy, lack of adequate payment systems that can support online transactions and cultural resistance to online trade. However developing countries need to understand that building telecommunications infrastructure is costly. In many cases countries will need inflows of Foreign Direct Investment (FDI) to improve domestic infrastructure.

The revolution of E-commerce presents micro- and macroeconomic challenges not only for organizations but also for governments. Organizations that are going to adopt E-commerce need to consider restructuring their entire business model and create new strategies. They also need to implement new management processes, change their business culture, follow different procedures for managing their employees and build a well-structured and secure payment system. E-commerce enriches its ability to reach hundreds of millions of people globally at low cost, interactive nature, a variety of possibilities, resourcefulness and rapid growth of the supporting infrastructures (especially the web) result in many potential benefits to organizations, Individuals and society. According to United Nations Conference on Trade and Development Report The benefits of E-commerce' such as cheaper procurement, faster knowledge accumulation, dissemination and application, more effective management of the relationship with the customer can translate into significant savings. 2001. These benefits are starting to materialize but they will increase significantly as EC expands. United National ICT task force report indicates that have expressed "it is not surprising that the EC revolution is just as probed as the change that came with the industrial revolution." With online shopping consumers can browse the entire product assortment with minimal effort and time. Further consumers can efficiently obtain critical knowledge about firms, products and brands and thereby increase their competency in making sound decisions while shopping Consumers can
also easily compare product features, availability and prices more efficiently and effectively than with brick-and-mortar shopping. Internet shopping provides a level of anonymity when shopping for certain sensitive products. EC can address both demand and supply issues. The buyer benefits arise primarily to fulfill the structural characteristics of the medium and include the availability of information, provision of search mechanisms and online product trial all of which can lead to reduced uncertainty in the purchase decision.

M-commerce is gaining market share in India regardless of its difficulties and issues. The purpose behind its spread is the simplicity of accessibility of cell phones; in light of which, individuals have the opportunity to make sound and video calls. They can also complete each step of the purchasing journey from reviewing the item to adding it to their cart and making the payment even tracking and receiving their item at home in only a few clicks. Not just this though we can also utilize any administrations accessible in various types of m-trade like ticket booking dealing with our financial balances, mail accounts and so on. As each coin has two sides so too does m-business. M-business cannot only be beneficial. It has downfalls as well security issues. Security issues emerge as remote associations are exceptionally open to dangers. Additionally when we get to these applications, our own information, cell phone points of interest, areas and consent to utilize our information is permitted to the suppliers and open.

Online wallets have turned into another craze in the nation wherein the charged sum gets deducted from the pre-deposited sum. Electronic wallets are designed to save money and outperform credit/check cards.

Web availability and versatile systems administration are still not open to the whole populace. M-business showcase developments in India since such a large number of development drivers are good in India, for example changing youth's recognition, presentation of trusteeship model, development of monetary territory and quantities of advanced mobile phone purchases are expanding.

It is imperative to consider the legislature when reviewing the prominence or lack thereof of E-commerce. The new government has set out to make a different IT Ministry. The new ministry alongside the move to draft new strategies directing Internet arrangements in India is a welcomed step in the right direction. For when it happens it would support the development of E-commerce.
E-commerce has a considerable measure of potential. Actually the rate of development of Internet clients has urged numerous organizations to assume dynamic parts. "The quantity of Internet clients is relied upon to develop at a pace of more than 300 for every penny throughout the next couple of years," says Dinesh Agarwal, proprietor of India Mart, an organization occupied with leading the 'Business through Internet' upset in India. The organization gives a wide range of administrations in all periods of execution and joining of the Internet with present day business necessities.

Studies on the E-commerce industry in India literature have highlighted issues concerning the perspectives of E-commerce in India. (Mcknight and Chervany 2002; Pons et. al., 2003; Kshetri, 2008; Goswami and Mathur 2011; Deshmukh et al. 2013; Bhatia and Dahiya, 2013; Yadav and Sharma, 2014; Malik, 2014; Hande and Ghosh, 2015; Eisenberg and Gupta, 2015; Das and Ara, 2015; Agarwal and Bhatawal, 2015; Singh, 2016; Ravindranadh, 2016; Pant and Gupta, 2016; Panigrahi and Joshi; 2016, Kashyap and Borah, 2016; Gandhi, 2016; Ahmad and Sinha, 2016). However unlike those studies this research was focused on understanding the factors related to the growth of E-commerce industry that has made the most impact on the expansion of the E-commerce industry in India. The factors elaborated here add to the existing research on E-commerce growth in India and explain how generic theories relating to the growth of the E-commerce industry need to be contextualized for the specific conditions.

The quick development of E-commerce mirrors their potential advantages to organizations as far as expanded deals, bringing down expenses and upgraded manageability. E-commerce may allow retail organizations to "cut out the middle man costs" but numerous organizations are hesitant to create E-commerce or they are upset with E-commerce in light of the fact that their encounters have missed the mark concerning their desires. The main issue here is that E-commerce is very advantageous to little organizations. It is relatively simple to set up and the advantages come in quickly. A portion of the things to be wary of include poor security, poor site outline, excessively numerous discount demands, unforgiving terms and states of some installment stages and poor advertising. Once these areas are fixed, moving to E-commerce will be among the best business choices to take.
6.2 LIMITATIONS OF THE STUDY

A) Although this study was based on articles carefully selected to address recent Internet activity and the growth of E-commerce. It is possible that the accuracy of the articles does not exactly meet the intent of the study. The focus of the author may be sufficiently different that conclusions drawn from the study vary somewhat from the intentions of the researcher.

B) The dynamism evident on the Internet and in E-commerce make it clear that articles published as recently as one or two years ago may be somewhat outdated by the pace of digital developments. It is entirely possible that future research efforts will arrive at conclusions at variance with this study,

C) This study is ‘limited’ in the sense that it is entirely based on results in India. As one of the largest countries in Asia these results are meaningful but it cannot be assumed that the results apply completely across the region. By the same token surveys completed in other parts of Asia could generate a different result.

D) The factors that were considered for inclusion in this study were taken from the most respected journals, books and magazines in the fields of information systems published between 1990 and 2016.

E) This study attempted to identify and address the most relevant factors affecting the beginning, rise and evolution of the factors promoting E-commerce in India. Factors which were proven or deemed to be insignificant were functionally ignored.

F) Evaluation the entire universe of E-commerce in India could be considered too large to evaluate properly perhaps the level of impact is too hard to gauge for a country as large and diverse as India.


H) The researcher tried to suggest laws that might improve the operation of E-commerce but observed that the IT Act 2000 contained loopholes that were too easily ignored. Researcher felt that the E-commerce universe in India was so large and contained so many variations that the whole field might be unmanageable.

I) Researcher was also conscious of working under a great deal of physical and mental stress during data collection such that he might submit substandard work.