Chapter-4 Research Methodology

A Research Methodology defines the purpose of the research, how it proceeds, how to measure progress and what constitute success with respect to the objectives determined for carrying out the research study. I aim to carry out a research which is exploratory in nature.

PRIMARY DATA

I aim to collect primary data through Interview and questionnaire method

Sample size: 50

Sample area: NCR Delhi

Sample units: Users of E-commerce in NCR Delhi

Sources of secondary data: I aim to collect secondary data for my research work through the following sources-

⇒ Books
⇒ Magazines
⇒ Journals
⇒ Articles,
⇒ Reports in the field of E-commerce and
⇒ Internet.

Data Analysis

1. As regards the user profile of our respondents, it may be stated that 36 per cent of the respondents are using the e-commerce facility for a period of more than one year but less than five years, followed by 32 per cent of the respondents who are users for less than one year and 15 per cent of the respondents have been using this facility for more than five years.

2. When respondents were asked about the purpose for which they use e-commerce facility, the opinion of the respondents was as follows: 42 per cent of the respondents avail this for their personal use as against 25 per cent of the respondents who avail the facility for
their business use. However, 33 per cent of the respondents use e-commerce for both personal and business use.

3. As regards the various types of e-commerce and their utilization and applicability in India, the respondents are of the opinion that B2C Commerce is more prominent and visible in the e-business discourse than B2B Commerce, B2G Commerce and other various forms of e-commerce.

4. As regards the utility of e-commerce for the consumers in India, 38 per cent of the respondents are of the opinion that application of e-commerce has made processing quicker and faster, 30 per cent of the respondents are of the opinion that e-commerce utilization has broadened consumer choice followed by 26 per cent of the respondents who feels that price transparency has been increased with the application of e-commerce.

5. As regards the utility of e-commerce to the business domain, 35 per cent of the respondents are of the opinion that with the application of e-commerce or on-line business, the business process has been smoothened as its application has enabled to create a network of those who want to buy the products and services and those who want to sell them. It also creates a network of buyers, sellers and the distributors.

6. As regards the growth pattern of e-commerce application in India is concerned, the response is quite clear that it has increased considerably over the years. 87 per cent of the respondents have agreed to this proposition against only 06 per cent of the respondents who thinks otherwise.

7. When compared with the traditional commercial methods, 54 per cent of the respondents are of the opinion that e-commerce is comparatively more advantages to traditional commercial methods but a considerable 36 per cent of the respondents still consider traditional commercial methods as more effective than the new modern e-commerce. With this, we may consider to think that e-commerce exists with the traditional commercial methods in India and has not replaced it.

8. One of the advantages of e-commerce is, believes 65 per cent of the respondents that it can provide an alternative marketing channel, particularly for the branded products by eliminating middleman. As against this, 27 per cent of the respondents do not think of any such probability.
9. Electronic commerce, commonly known as e-commerce or E-commerce, consists of the buying and selling of products or services over electronic systems such as the Internet and other computer networks. The amount of trade conducted electronically has grown dramatically since the spread of the Internet. While some use e-commerce and e-business interchangeably, they are distinct concepts. In e-commerce, information and communications technology (ICT) is used in inter-business or inter-organizational transactions (transactions between and among firms/organizations) and in business-to-consumer transactions (transactions between firms/organizations and individuals).

The effects of e-commerce are already appearing in all areas of business, from customer service to new product design. It facilitates new types of information based business processes for reaching and interacting with customers-online advertising and marketing, online, order taking and online customer service etc. It can also reduce costs in managing orders and interacting with a wide range of suppliers and trading and trading partners, areas that typically add significant overheads to the cost of products and services. As regards the implementation challenges to the application of e-commerce in India, the respondents have identified the following challenges: security concerns (26 per cent), slow penetration of internet (25 per cent), low consumer awareness level (25 per cent), lack of trust (15 per cent) and other factors (09 per cent). E-commerce is still in its nascent stage in India. However, smart companies are realizing that e-commerce offers cost effective, time saving and profitable solutions in many functional areas. Though companies have taken a long-term perspective, e-commerce would eventually be the way Indian companies also conduct business.

Highly concentrated urban areas with very high literacy rates, a vast rural population with fast increasing literacy rate, a rapidly growing internet user base, technology advancement and adoption and such other factors make India a dream destination for eCommerce players.

India’s eCommerce industry is on the growth curve and experiencing a spurt in growth. The Online Travel Industry is the biggest segment in eCommerce and is booming due largely to the Internet-savvy urban population. The other segments, categorized under online non-travel industry, include e-Tailing (online retail), online classifieds and Digital Downloads (still in a nascent stage). The online travel industry has some private players such as Makemytrip,
Cleartrip and Yatra as well as a strong government presence in terms of IRCTC, which is a successful Indian Railways initiative. The online classifieds segment is broadly divided into three sectors; Jobs, Matrimonial and Real Estate. Mobile Commerce is also growing rapidly and proving to be a stable and secure supplement to e-Commerce due to the record growth in mobile user base in India, in recent years. Growth drivers and barriers are present in equal measures for new e-Commerce ventures.

You can read about all the above in detail in the latest report on e-Commerce in India from India Reports. This report provides a brief overview of the ecommerce in India with information on the market characteristics, the various ecommerce models, key players and the future potential of the e-commerce industry.

**Indian companies** are to compete in international markets, they cannot ignore e-commerce. The **future of e-commerce in India** is very bright. The following points may be put forth to support this view. E-commerce is directly connected with the **field of IT** (Information Technology). As per an estimate. IT sector has to face acute shortage of skilled person in the year to come. Although Indian IT sector is providing training to more persons as compared to other countries, but there is dearth of trained personnel in this sector. According to business world estimate near about Sixty thousand new jobs will be created for the internet world alone in the next two years. In India communication resources are required physically infrastructure is developing by leaps and bounds and it is hoped that India will soon Catch up with the **developed countries**. India has greater number of English speaking people as compared to neighboring countries. Due to this endowment, many advanced countries are outsourcing their jobs to India. This is the main reason of success for India as compared with other countries. Some government policies are also contributing to promote **e-commerce in India**. The government of India has given tax exemption to those companies which export Information Technology. The government has launched the special policies for call countries.