Chapter-3 Objectives & Scope of the Study

1. To study and understand about the basics of E-Commerce
2. To study the major elements of E-Commerce
3. To assess and analyze the challenges in implementation of E-Commerce in India
4. To study the differences between the traditional marketing and E-Commerce
5. To study the advantages and disadvantages of E-Commerce

6. Scope of Research Work

7. The modern world has shrunk into one big family. Man has overcome time distance. No country can live now in grand isolation. Modern commerce and trade integrate this world into one big economic whole. India's efforts to integrate itself to the global economy started during the regime of sh. Narsimha Rao. The then Finance Minister, Sh. Manmohan Singh, removed all hurdles and bottlenecks that strangled the free growth of capital and economy. The 'quota and permit raj' was replaced by more liberal and growth oriented economy.

8. The climate was created for the leading multinationals and corporations of the world to make huge investments in telecommunications, automobiles, computers, electronics and other sectors of economy. Many areas which were previously the preserves of the public sector were thrown open to free competition and big corporations. The mutual interests brought corporate giants like Microsoft, Ford, Daewoo, Unilever, GE, and host of others to bask in the sunshine of liberalization and economic reforms. The native industry entered in a cut-throat competition with the leaders of the world. Reliance, Bajaj Auto, A.C.C, etc accepted the challenge and succeeded.

9. The critics of liberalization decry liberalization as it would cripple the native industry and technology. Only a judicious blending of liberalization and protection of the economic interests of the indigenous industry can give a healthy, competitive and vibrating economy.

10. More and more Indians are making online purchases through ecommerce websites. In the coming couple of years, this trend will see exponential growth; thanks to credit card & banking industry for providing easy and secure means for online payments and to logistic industry for offering affordable and reliable product delivery channel.
11. Currently, the ecommerce market in India is dominated by the online travel industry with over 78 percent market share while online retail of goods and products enjoys 6.48% market share.

12. Here onwards, India will see boot in availability of technology & support framework for building and running ecommerce business profitably. More and more technology companies will build the ecommerce websites at affordable price using open source frameworks like Virtuemart, Magento, Ubercart etc. On the other hand, retailers will have option to use readymade s-a-a-s ecommerce platforms like Martjack to build their ecommerce sites. There will be ample number of digital marketing companies that will help retailers promote their ecommerce site on internet. Such promotion may include SEO, SEM, SMO. Thus, availability and affordability of technology for building and running ecommerce business will not be a big problem for retailers and manufacturers.

13. On the other hand, the next generation of Indian retailers and manufacturers will be tech savvy and with calculated risk, they will certainly try our ecommerce or e-tailing for their business. Vis-à-vis, mindset and buying capacity of Indian consumer will rise. This will directly impact the positive growth of ecommerce.

14. In short, ecommerce industry in India has bright future.