

## Role of E- Commerce Platforms in this Modern Digital Era

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### SUMMARY

E-Commerce business is increasing at an increasing rate due to various new E-Commerce platforms. In this regard various platforms that performs well in India like Amazon, Flipkart, Snap deal etc. This tremendous increase of the usage of the E-Commerce platforms are due to the increase of the usage of android mobile. This was duly supported by the introduction of 4G services in the world. In this current situation of COVID-19 the usage of online platforms was increased as major shopping was done online. This is now very much improvised by the introduction of 5G services which is yet to be released in India. The mobile phones with 5G services are already available in the market.

### INTRODUCTION

In India, online business is well developed. This has achieved through the E- Commerce, i.e., Electronic commerce. It includes the handling of goods and services through the electronic media. It operates with the advances in information technology, such as Electronic Data Exchange (EDI). Services are offered directly from their websites and payments are received either via credit card, debit card, UPI, mobile banking or at the time the product or services are accessed electronically before the products are delivered. There are different types of business-to - business (B2B), business-to - consumer (B2C), consumer-to - consumer (C2C), consumer-to - business (C2B) and business-to - consumer (B2B2C) operations.

### Market potential of E – Commerce

The world, India is the second most populous country. The number of Smartphone users on android is rising day by day. Online shopping and trading is gaining more popularity now in India. Here are just a few E-Commerce platforms that perform highly in the people's popularity aspects. India's Internet economy has projected to rise to US\$ 250 billion, primarily driven by e-commerce. As of 2018, it had priced US\$ 48.5 billion. The trend was directly proportional to the increase in Smartphone use. India's e-commerce revenue has projected to rise at a rate of 51 per cent to US\$ 120 billion in 2020. The Value of E – Commerce industry in India has predicted at 200 billion U.S. dollars in 2027.

### E-Commerce Portals

There are several types of E-Commerce portals some of which sell virtually all kinds of goods and services. It targets each and every consumer even for the new born baby. Different types that include almost everything like apparel and accessories for men and women, health and beauty products, books and magazines, consumer electronics, household appliances, jewellery, audio and video entertainment goods, real estate, travel ticket, employment, matrimony services etc. In addition to these types of services provided by the E-Commerce websites, there are few other websites or E-Commerce Platforms providing specifically single sectors or dealing with only one type of goods and services such as automobiles, medicine, matrimony, ticket booking, cab booking, travel and tourism.

### Investments/ Developments

In India, the use of online money transfer has been increased following demonetization introduced in 2016 November 8. Services offered by Paytm, Phonepe like applications generated a wide range of information about online transfer of money from person to person. It also contributes to greater understanding of the E-Commerce Platforms online. Increasing the use of these platforms includes the government and various private sectors in investing in the e-commerce platforms.

### Some of the Major Developments in the Indian E-Commerce Sector are as Follows:

- In January 2020 Divine Solitaires launched an e-commerce website.

- The government allocated Rs. 8,000 crore to the Bharat Net Project in the 2020-21 Union Budget to provide broadband services to 150,000 grams of panchayats.
- In August 2019, Amazon acquired 49 per cent stake in a Future Group unit.
- Reliance on investment Rs. 20,000 Crore is expanding its broadband and e-commerce footprint and providing 5 G services.
- The Indian government increased the cap of foreign direct investment (FDI) in the e-commerce business model by up to 100 percent (in B2B models) to increase the participation of foreign players in the e-commerce sector.

**The List Below is Provided Based on the Number of Visitors per Month to the Online Platforms.**

**Table 1: Top 10 E- Commerce Website based on number of visits made by People per month.**

Sl. No	Name	Visitors per month (million)	Logo	Website
1	Amazon	322.54		<a href="https://www.amazon.in/">https://www.amazon.in/</a>
2	Flipkart	242.62		<a href="https://www.flipkart.com/">https://www.flipkart.com/</a>
3	Alibaba (Products at Factory Price)	175.95		<a href="https://india.alibaba.com/">https://india.alibaba.com/</a>
4	Snapdeal (Electronics and mobiles)	56.41		<a href="https://www.snapdeal.com/">https://www.snapdeal.com/</a>
5	Myntra (Fashion and Lifestyle)	48.03		<a href="https://www.myntra.com/">https://www.myntra.com/</a>
6	IndiaMART (Manufactures Suppliers Exporters)	47.23		<a href="https://www.indiamart.com/">https://www.indiamart.com/</a>

7	Book my show (Movie Tickets)	43.25		<a href="https://in.bookmyshow.com/">https://in.bookmyshow.com/</a>
8	Nykaa (Cosmetics)	20.84		<a href="https://www.nykaa.com/">https://www.nykaa.com/</a>
9	First Cry (Baby Products)	16.94		<a href="https://www.firstcry.com/">https://www.firstcry.com/</a>
10	1mg (Online Pharmacy)	14.62		<a href="https://www.1mg.com/">https://www.1mg.com/</a>

- Later in the season appears as minute, black, globose structures with myceloid appendages.
- Each cleistothecia contains 4-8 asci and each ascus contains 3-8 elliptical, hyaline, and single-celled ascospores.

### Future of E Commerce

Smartphone usage has expected to rise to 84 percent to 859 million by 2022. This is because of the 4G services the Reliance JIO offers free as 4 GB per day at first. That leads to more Android mobiles been purchased in India. Through passing the US in 2034, India will become the second largest e-commerce nation, owing to the upward growth of the e-commerce industry. Technological advances that include the launch of 5G services for the fastest network would likely help sector growth. Today, the use of internet infrastructure has significantly increased in the prevailing situation as every school and college continues their academic activities online today. As a result, the current shutdown will increase the use of online services and increase the use of android mobile apps, which in turn will lead to an increase in potential use of the online e-commerce platform.

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