Dissertation Project

Synopsis

Topic: Growth of E-commerce in India

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Introduction

With the advent of technology, the online business space is growing fast, and businesses have realized the importance of maintaining a powerful presence on the web today. Future business will be conducted on internet market platforms, allowing all sizes of business players to participate. The goal of this research is to figure out how fast online shopping is growing in India. The growing popularity of the online channel in India bodes well for online retailing.

The report will also look at using social media for online selling. E-commerce is branching out into social media in search of a large consumer base and a better user experience. Customers' social integration is facilitated by social media, which leads to enhanced trust and purchase intent. E-commerce companies are using promotions during the coronavirus pandemic. People's screen time can be monetized via social media techniques such as advertising, public relations, and sales promotions. Every social media network caters to a specific demographic and should therefore be carefully chosen. Also, in these trying times, e-commerce enterprises should use social media to assist people. While providing services, they should make people feel safer in their homes. As a result, India has positioned social media as an e-commerce breakout trend.

Objectives of the Study

The study centres around the growth of e-commerce in India. The need for this research arises to probe into the untapped avenue of social media by e-commerce companies post the COVID-19 pandemic. Following are the objectives of the study:

- To study the phases of e-commerce in India since 1995
- To study the overall and segment-wise growth of e-commerce in India
- To understand the areas of potential for e-commerce companies in India
- To establish a relationship between e-commerce companies and social media and to study ways in which e-commerce companies can leverage on social media
- To evaluate prominent advertising campaigns of sample e-commerce companies across various social media platforms
- To elucidate the implications for e-commerce companies for effective use of social media and its untapped potential in the years to come

Methodology

The study will be done using exploratory research design to achieve the desired objectives. The exploratory analysis will consist of secondary research and qualitative data collection. The secondary sources of data and information from the latest news, online articles, and published papers. Secondary research, to understand the current and expected growth of e-commerce in India.

Also, around 20 e-commerce companies operating in India spanning multi-category e-retailers and speciality ones like medicine, children's products, fashion and lifestyle based on their importance during the COVID-19 pandemic will be considered. Primary research will also be done to gain better insights from the respondents.

Literature Review

E-Commerce: Role Of E-Commerce In Today's Business (2014) by A Gupta, he paper enlists the different ecommerce models i.e. B2B, B2C, B2G and C2C, narratively analysing the nitty gritties of each.

Emerging Trends Of E-Commerce In India: An Empirical Study (2016) by Dr. Rajeshwari M. Shettar, where it discusses about the study of prospects of e-commerce in India, various challenges faced by e-business players in India among many others

E-commerce and its Impact on Operations Management, Gunasekaran, Marri, McGaughey, & Nebhwani (2002), The paper also identifies the revolutionary role played by earlier internet applications like e-mail and electronic data interchange and details the revolutionary changes brought by the internet technologies in marketing, purchasing, production, selling and distribution, warehousing and HRM.

A Study on Influence of COVID-19 pandemic on customer's online buying behaviour by Bharti Aggarwal, Deepa Kapoor, the paper helps in knowing the e- shoppers behavior under situation of COVID-19 and the study to help the online shopping service providers to make better strategies for providing more satisfaction to customers and to win the competition