

A Study on the Role of ICT in the Growth of E-Commerce in Developing Countries

Asst. Reena Shukla and Gupta Gopesh Shivdhari

Department of Commerce,
Nirmala College of Commerce, Mumbai
reenajagatshukla@gmail.com

Abstract: *It is evident that the e-commerce industry is completely dependent on ICT for its operations and expansion, ICT and e-commerce are inseparable terms. The term "application of ICT in business and commerce" also refers to e-commerce. The use of computers, including their hardware, software, and networks, to communicate, store, and manage the necessary information is referred to as ICT. Since a few years ago, the idea of e-commerce has been evolving, contributing to the expansion of several developed and developing economies. E-commerce has a great chance of expanding in developing nations, but because information and communication technology (ICT) is a prerequisite, the lack of ICT infrastructure slows its expansion. The expansion of ICT infrastructure is primarily responsible for the expansion of e-commerce. The Cell phone market and Web dispersion has ended up being an impetus for development of online business industry. The purpose of this paper is to talk about how ICT and its services are driving the e-commerce industry in developing countries like India and how m-commerce will soon replace e-commerce.*

Keywords: ICT; e-commerce; m-commerce., cell-phone, infrastructure.

I. INTRODUCTION

The way people live, work, and interact is being transformed by technology, which continues to be a transformative force. The way business is done around the world has changed because of ICT, and the situation is the same for India and other developing economies. The use of computers, including their hardware, software, and networks, to communicate, store, and manage the necessary information is referred to as ICT.

The utilizations of ICT are exceptionally different and one such region is electronic trade. Today e-business has turned into a necessary piece of regular day to day existence. For the majority of people, particularly those living in urban areas, having access to e-commerce platforms is not a luxury but rather a necessity. For almost every aspect of our lives, including the purchase of common household items and online shares and commodities, there are alternative e-commerce platforms available. web based business" is characterized as the use of data and correspondence advances (ICT) which support every one of the exercises and domains of business Since a few years ago, the idea of e-commerce has been evolving, contributing to the expansion of several developed and developing economies. Out of the key variables liable for the development of online business ICT is a main one. Because the e-commerce industry is completely dependent on ICT for its operations and expansion, ICT and e-commerce 23 are inseparable terms. The idea of e-business is truly adaptable and accordingly covers generally potential purposes of data and correspondence innovations. While ICT infrastructure and services are not a major issue in developed nations, it occasionally appears to impede the expansion of electronic commerce in developing nations like India. The sale or purchase of goods and services over the internet or via television channels is referred to as e-commerce. The merchandise are requested electronically the installments or conveyance of products furthermore, administrations need not be led on the web.

The demand for e-commerce techniques and tools is primarily driven by a rise in internet use, high educational standards, a shift in lifestyle, and the country's economic expansion. Online shopping is one of these methods that plays a crucial role. The most significant reason for the rapid expansion of e-commerce, particularly online shopping, is the expansion of the internet and its penetration into rural India. The e-commerce sector is expected to be steered by the

growing acceptance of virtual shopping and technology facilitators like laptops, smartphones, tablets, and dongles, as well as Internet connections, broadband, and third-generation services.

The B2C market appears to be the most promising and is anticipated to lead the e-commerce market in the near future. Other factors contributing to this growth include the expansion of ICT infrastructure, simple payment options, and innovative policies. The industry plans to offer even more cutting-edge services in the future, such as mobile money transactions and virtual trial rooms

II. CLASSIFICATION OF E -COMMERCE BUISNESS

Based on the parties involved in the transactions, the industry is divided into four main categories: business-to-business (B2B), business-to-customer (B2C), customer-to-business (C2B), and customer-to-customer (C2C).

B2B: Business to Business

B2B is web based business organizations between one business firm to another like a maker and a distributor or between a distributor and a retailer.

B2C: Business to Consumer

B2C is e-commerce between a business and a customer, like a manufacturer and a customer or a retailer and a customer.

C2B: Business to Business

E-commerce businesses known as "C2B" are those in which individual customers offer to sell products and services to businesses that are ready to buy them. Contrast the conventional B2C (Business to Consumer) model with this one:

E-commerce businesses known as "C2C" are those in which individual customers offer to sell products and services to other people who are ready to buy them.

III. WEB BASED BUISNESS

(a) Multi Item Internet business Entrances:

Some web entrances give practically all classifications of labor and products in a solitary webpage. These e-commerce portals sell goods and services in a wide range of categories, such as clothing, accessories, health and beauty products, books and magazines, computers and peripherals, automobiles, consumer electronics, household appliances, jewelry, and other similar items. It is possible to sell and buy used electronics, vehicles, furniture, and other items on some portals.

(b) Portals for e-commerce of a single product: Stock and share trading, real estate, the travel and tourism industry, marriage, and job portals are just a few examples.

Function of Banks:

Online banking- Internet banking, which makes it easier to transfer money online, promotes e-commerce. Current and savings account holders alike have access to the online banking facility. This service lets customers pay their bills, book tickets, buy goods, and other things online.

Debit and credit cards:

E-commerce is made easier by banks by providing the most important form of payment, the credit or debit card, which enables customers to pay for online purchases.

Mobile Banking:

Customers of a bank are able to carry out financial transactions using a mobile device, such as a smartphone or tablet, through mobile banking

As of late, the portable banking has been mirroring a developing pattern with the volume and worth expanding by 108.5% and 228.9% individually. In the last three years, mobile banking has grown significantly. The following information from RBI statistics is extremely encouraging for the sector.

IV. SECURITY

The study was carried out with the assistance of a structured questionnaire. The valid reasons to learn about the factors, influences, and demands of online shopping are covered in detail in each question. The questioner's data analysis indicates that the security of e-commerce, particularly online shopping, is excellent.

V. GROWTH OF E-COMMERCE

The Internet is used by nearly 3 billion people, or 40% of the world's population. In developing nations, one out of every three people uses the internet. The number of Internet users in developing nations will double in five years. This pace of development of web clients is straightforwardly related with the development of web based business.

VI. E-COMMERCE AND ICT ON URBAN AND RURAL INDIA

Rural India has begun to recognize the significance of the e-commerce industry, particularly online shopping. The population of underdeveloped cities has been encouraged to shop online due to the lack of appealing offline channels. Between July 2010 and June 2011, approximately 3,311 Indian cities engaged in online shopping, of which more than 1,267 were non-metropolitan. This demonstrates how e-commerce has made it possible for consumers from smaller towns to gain access to the same branded and high-quality products that were previously out of reach. This has helped overcome the discrimination that exists between cities.

Organizations are pursuing giving more web-based content in local dialects to tap the specialty customer base. Offering content in local languages like Hindi, Marathi, Telugu, and Tamil may expand the target audience, even though the majority of Internet users use the English-based platform. The rural population is well-positioned to benefit from low-cost technology platforms, effective logistics management, expanding vernacular content, and secured payment options in the future.

VII. SHIFT FROM ONLINE BUSINESS TO M-COMMERCE/TRADE

m-trade (portable business) is the trading of labor and products through remote handheld gadgets like Cell phones, Workstations and Tablets. It seems like just yesterday that e-commerce changed everything about traditional business. The personal computer vowed to free you from the need to visit a retail outlet. We are now in the next phase of business. Currently, doing business from a desktop computer appears to be more of a restriction than a liberation. It is the period of "business all over." Handheld gadgets that can get to the Web are upsetting "customary" e-commerce. The shift to m-business is being driven by rising cell phone development. With an estimated 117 million smartphone users, India comes in third place, behind only China and the United States. However, among the top 30 smartphone markets, India has the lowest smartphone penetration rate, at just 10% of mobile users. However, the country's lowest smartphone penetration also indicates that there is a significant amount of room for expansion in the future.

VIII. CONCLUSION

The provided data clearly demonstrates how the e-commerce industry is rapidly growing in a developing country like India, which has an enormous potential for inline shopping because the population is young, enthusiastic, and open to the innovative ways of shopping provided by Information and Communication Technology. In 2013, smartphone subscribers in India increased by 55%, which was the fastest growth among the top 30 smartphone markets in the world. The significant truth is the shift from web based business to m-trade, which has shown an astounding development and with this developing pattern the fate of web based business industry is exceptionally secure and brilliant. It is anticipated that India will abandon Japan and the United States in favor of China by 2017. The credit goes to the developing ICT framework and the easy to understand methods of carrying out it that is the reason everybody from metropolitan to country and in fact known to similarly less specialized populace are nowadays effectively engaged with the development of the area.

REFERENCES

- [1]. NishantSrivastava and Shashank Singh (2013), E-Business: Degree and difficulties in India, Global Diary of Business and The executives Creation ISSN Volume 2 Issue 8, August. 2013 PP.01-08

- [2]. Trends in India's e-Commerce Market: [Forrester Research, 2012] Forrester Research Report gave byForrester
- [3]. Exploration for ASSOCAM's second Public Gathering on web based business 2012.
- [4]. [Gangeshwer, 2013] D. K. Gangeshwer, Internet marketing or e-commerce: AbhijitMitra, E-COMMERCE IN INDIA- A REVIEW, International Journal of Marketing, Financial Services &Management Research, ISSN 2277-3622 Vol.2, No. 6 (2013), pp. 187-194 [Mitra, 2013]. A Business Review from the Indian Context, International Journal of u- and e-Service, Science and Technology February 2, 2013
- [5]. [Source: 2014 RBI Report] RBI, Mobile Banking: 2014 Report of the Technical Committee on Mobile Banking