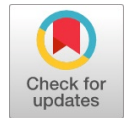


Covid 19 Pandemic Accelerated Shift to E-Commerce

Ankul Pandey



Abstract: E-Commerce is the forthcoming of online spending. E-commerce is one of the industry options that one will have to explore in future. E-Commerce is increasing with rapid pace in various countries. Although, all-time the demand in height. Consumer shifts in the purchasing intentions. Its result the market shifted from physical to online. The E-commerce market of India is anticipates from US\$ 38.5 billion in 2017 to rise to US\$ 200 billion by 2026. The development for the business has been prompted by a rise in usage of internet and smartphone penetration. The Indian Government has introduced numerous initiatives, such as Make in India, Digital India, Start-up India, Skill India, pmkvy and Innovation Fund.

Keywords: E-Commerce, Covid 19, Digital India

I. INTRODUCTION

As the COVID-19 pandemic reshapes our world, more consumers have preferred online shopping in larger quantities and frequency. In this pandemic has speeded up from physical marketing to digital marketing. As a result, the Departmental store is observing substantial deteriorations. A sale in departmental stock and “non-essential” sellers is declined by 25% in the first quarter, 75% in the second quarter of 2020. It is expected to department stores is decline by 60% for the whole year. For the time being, e-commerce is anticipated to rise by 20% approximately in 2020. During the lockdown, the electronic Commerce business is continuing a increase in demand. There are numerous reasons that are turning out to be most important barriers and checking smooth dealings with business. Though, people wanting to purchase goods through online shopping’s. Although, all-time the demand in height. Consumer shifts in the purchasing intentions. Its result the market shifted from physical to online. The revenue of e-Commerce industry shows average weekly growth rate is 52%. The customers mainly concentrated on necessary products such as foodstuffs and cleanliness goods. The amazon websites reveals that the sale is decline around 40-60% of non-essential products [2]. As per business growth data elicited from brands, e-tailers, e-commerce enablers and analysts, Indian e-commerce, a \$27-billion market in calendar 2019, is all set to achieve 40 per cent growth in 2020, compared to 23 per cent growth in 2019.

According to Mrigank Gutgutia, Director, RedSeer Consulting CY 2020 forecast is more bullish is expected for e-commerce at the start of the pandemic,” [1]. “E-commerce market size datasets from June, July and August are all confirming that the market is on track for a very strong second half of the year. Overall, it is expect Indian e-commerce to grow 40 per cent in 2020, grossing \$38 billion GMV (gross merchandise value), up from \$27 billion in 2019.” Indian e-commerce grossed \$22 billion GMV in 2018. It explain through fig.1:

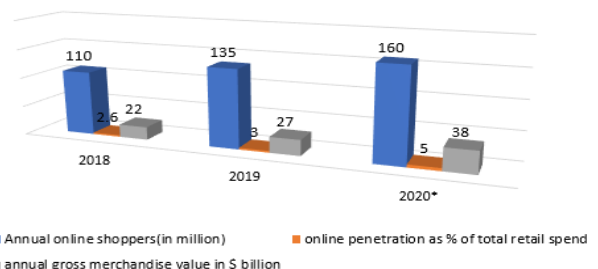
Table 1: Covid -Led Jump E-Commerce

Year	Annual online shoppers (in million)	Online penetration as % of total retail spend	Annual gross merchandise value in \$ billion
2018	110	2.6	22
2019	135	3	27
2020*	160	5	38

*Estimates

Source: redseer consulting

Chart 1: Covid -Led Jump E-Commerce



It is expected the total number of online shoppers to jump from 135 million in 2019 to 160 million in 2020 owing largely to digitisation caused by the pandemic.” More importantly, as a result of the continued challenge faced by offline retail, it expects online penetration (as a percentage of total retail spend) to jump from 3 per cent in 2019 to 5 per cent in 2020, the highest increase ever recorded for Indian e-commerce in the last decade, driven by the e-grocery category [3] [4]. The quarantine has converted from the normal livings with the intense infection. This virus affected whole world but some of the leading nations on the globe is completely freeze the economic activities. Its result, lockdown the market and every person’s instruct to refrain from their places. And they make the best use of time on the internet. After that, everybody is considering for means to lead a regular life through the digital world. This focused to the e-Commerce industry. The image reveals the size of covid-19 lockdowns pictures of various countries which are enforced to peoples to live in their houses:

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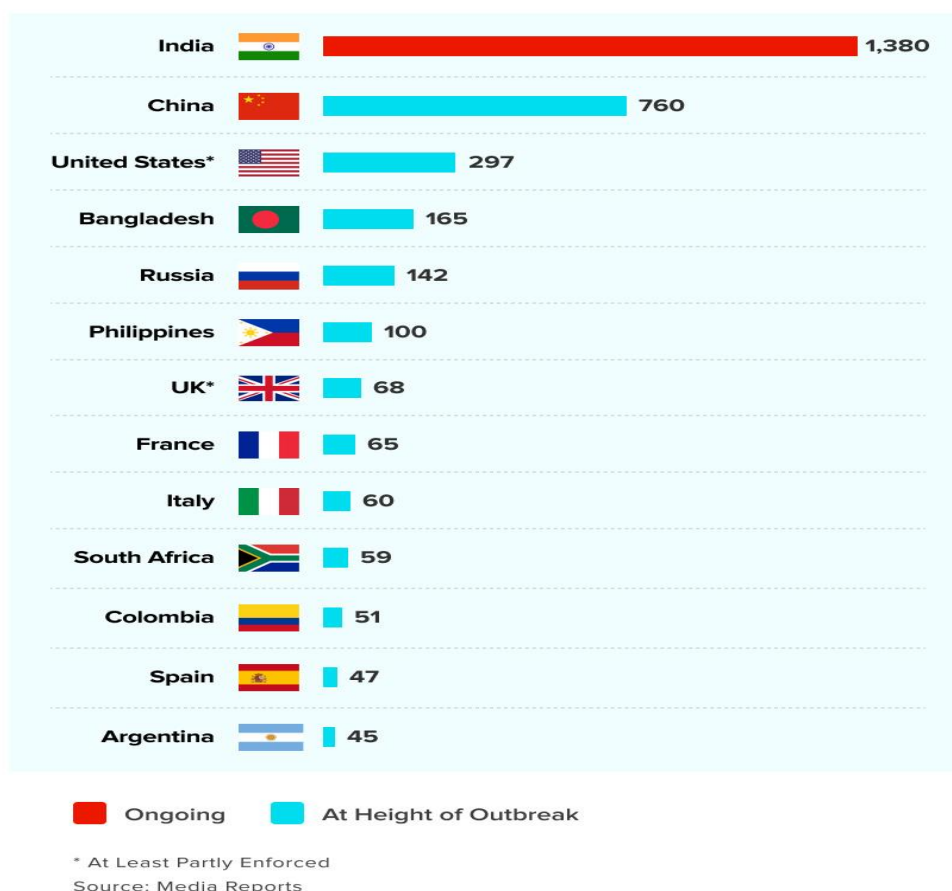
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The Size of Coronavirus Lockdowns

Number of People Placed on Enforced Lockdown Due to the Coronavirus Pandemic , Per Country (in million people)



II. REVIEW OF LITERATURE

(Rajasekar & Agarwal, 2016) [5] had a deep investigation on the study on impact of e-commerce on India's commerce. In their study they have explore the Growth and Prospects of E-Commerce in India. With the outburst of internet connectivity through mobile devices like Smartphone and tablets, millions of consumers are making decisions online and in this way enterprises can build the brand digitally and improve efficiency but government policies must ensure the cost operative techniques/answers. Ecommerce in India is intended to produce both in income and physical reach.

(Dahiya , 2017) [6] has Study on E-Commerce and it's Impacts on Market and Retailers in India. According to the author E-commerce is a part of E-business which focuses on both internal and external activities of a business. E-commerce is very good for us who provides us wide variety of products and services with lots of information and attractive pictures at an affordable price at our doorstep. Ecommerce have good impact on markets like reduce the cost of advertisements as many customers can attract through internet, new brand can be developed, can maintain a good relationship with customers and can make customized products according to customer's needs.

(Das & Ara, July 2015) [6] the author have analysed with their study that Ecommerce one of the highest growing business, with India having great market potential for investments. The rapid growth in use of mobile and internet users has facilitated ecommerce business in both urban and

rural cities. The study of e-commerce covers various aspects such as key drivers of growth, market growth potential, investment, retail market, logistics infrastructure, internet regulations, key challenges and future of ecommerce. Ecommerce growth is inevitable as Indian ecommerce industry is having access to funds both local and international investments.

III. OBJECTIVES OF THE STUDY

1. The objective of this study is to analyse state of the growth of e-commerce in the country.
2. This paper aims to analyse the impact of e-commerce business as one of the contemporary business trends in India.
3. To study the numerous initiatives of Government and different scheme in growth of e-commerce in India.

IV. RESEARCH METHODOLOGY

The research methodology is based on descriptive arguments, statistical data, comparative study and analytical logic developed through the understandings from various research papers, reports, books, journals, newspapers, business magazines and online data bases. Secondary data is widely used to realize the objective of the present study.

V. HISTORY OF E-COMMERCE

The Electronic commerce was presented around 40 years ago. Since then, electronic commerce has helped countless businesses grow with the help of new technologies, improvements in internet connectivity, added security with payment gateways, and widespread consumer and business adoption [7][8]. The history of E-commerce is enlightened: Firstly in the year 1969 the electrical engineering student Dr. John R. Goltz and Jeffrey Wilkins is founded the CompuServe. The CompuServe technology was erected using a dial-up connection. In the 1980s, CompuServe presented certain of the initial systems of email and internet connectivity to the public and conquered the background of e-commerce. Secondly in the year 1979 the Michael Aldrich discovers electronic shopping by connecting a modified TV to a transaction-processing computer via telephone line. Thirdly in the year 1982 the Boston Computer Exchange introduced. This is the first e-commerce company in the worldwide. The main objective is to provide the facilities of online market services for persons concerned in vending their second-hand computers. In the year 1992 the Book Stacks Unlimited is announced by Charles M. Stack. It presents as first online bookstore marketplace. The company presented the dial-up bulletin board format. But, the site moved to the internet and functioned from the Books.com domain in 1994. In the same year the web browser introduces by the Netscape Navigator in 1994 [9][10]. The Netscape Navigator as a web browsing tool is co-created by Marc Andreessen and Jim Clark. For the duration of the 1990s, Netscape Navigator developed the main web browser on the Windows platform, formerly the increase of current hulks like Google. In the 1995 the Amazon is launched by Jeff Bezos as an e-commerce platform for books. An ecommerce payment system is introduced by PayPal In the 1998. It is tool of money transfer on the ecommerce stage. Alibaba presented as an online marketplace in the 1999. Google AdWords is launched by Google in 2000 as an online advertising tool. Shopify is founded by Tobias Lütke and Scott Lake as an online snowboarding equipment shop and point-of-sale systems in 2004. The Amazon introduces Amazon Prime membership in 2005. The membership offers the customers to free two-day shipping for a flat annual fee. The Etsy introduces in the 2005. It expands the online concept in smaller vendor with digital products their reach to a 24/7 buying audience. The Big Commerce is re-introduces by Eddie Machaalani and Mitchell Harper in 2009. The Google Wallet presented as a digital payment method in 2011. It is peer-to-peer payment service in which customer to send and receive money from a mobile device, laptop or desktop computer. Google Wallet has linked with Android Pay which is known as Google Pay. Facebook offered to Business Page owners' rolls out sponsored stories as a form of early advertising opportunities 2011. Stripe was introduced by John and Patrick Collison in 2011. It is a company of payment processing which manufactured initially for developers. Apple Pay announced by apple as a payment method through mobile device in 2014. The online consumer is permitted to pay for goods or services with an Apple device. Marc Lore launches Jet.com with Mike Hanrahan and Nate Faust in 2014. The e-commerce partner with

BigCommerce is announced Instagram in 2017. Instagram offers online shopping. The users click on product, and go to that item's product page for purchase. The COVID-19 Pushes the growth of E-commerce in peak point in 2020. During this period, the world pressed consumers online to unexpected stages [11-15].

A. E-commerce platforms in India

The e-commerce business is facing the vehement competition in India. In the world, India is appearing as largest internet market area where it is the second largest user of internet in internationally. It offers a huge opportunity of growth for e-commerce business due to continuously increasing online users of shopping in India. It is advantageous to retail industries to search and utilize as the various factors of growth of the business. The e-commerce business at its top position. The Mobile commerce is similarly individually placed to assist business performers of all sizes be able to handle their industry more proficiently [16-20]. The domestic and overseas enterprises are trying to capture the market with the maximum market share. Amazon was the foremost online market place in the country with maximum in the sale. Flipkart and Myntra were also the prominent players in the domestic market. According to IBEF, 'The Indian E-commerce industry has been on an upward growth trajectory and is expected to surpass the US to become the second-largest e-commerce market in the world by 2034. Indian e-commerce sector is poised to reach US\$99 billion by 2024 from US\$30 billion in 2019, expanding at a 27% CAGR, with grocery and fashion/apparel likely to be the key drivers of incremental growth'.

B. Internet penetration rate in India 2008- 2020

E-commerce has changed the way we do business in India. The Indian e-commerce market is expected to grow from US \$ 38.5 billion in 2017 to US \$ 200 billion in 2026. The use of the Internet and smartphones has increased. By August 2020, due to the Digital India Initiative, the number of Internet connections in India has significantly increased to 760 million. Of the total number of Internet connections, 61% are located in urban areas, and 97% of them are wireless connections. The usage of technology is day by day increases [21-27]. In India the Internet penetration rate is increase approximately 46%. This additionally ranked the country second in the globe in conditions of in active internet users in India.

Table no. 2: Internet penetration rate in India from 2008 to 2020

Year	Internet penetration rate in India (%)
2008	4.4
2009	5.1
2010	7.5
2011	10.1
2012	12.6
2013	15.1
2014	18
2015	27
2016	34.8
2017	34.4

2018	38.02
2019	48.48
2020	50

Sources: <https://www.statista.com>

This table explained that in year 2007 it just about 4% and in the year 2020 it went up to 50 percent. Though these information look moderately low, it inescapable that around partially of the people of 1.37 billion family had approach to internet that year [28-31].

C. Growth of E-commerce

The E-commerce concept has come when the CompuServe introduce in 1969. The fluctuations in technology have positively motivated the growth of electronic commerce, together with world-wide environments. Nowadays, e-commerce requirement achieve with customers' opinions for safety and aptness.

- The pandemic-sustained soar upwards in e-commerce to greater revenues and a 13% rise in profits through the June 2020 quarter. During that same quarter, 65% rise in deliveries to households.
- In 2019, U.S. e-retail sales on Amazon increased by 19.1% and amounted to over 222.6 billion U.S. dollars.
- Approximately \$375 billion is spending online is anticipated to reach by the end of 2020. By the end of 2024, it is estimate that the online expenditure wills exceed \$476 billion.

Table no. 3: Retail e-commerce sales in the United States and India from 2017 to 2024

Year	Revenue of India in billion U.S dollars	Revenue of united states in million U.S. dollars
2017	18.2	279727
2018	25.1	309054
2019	33.2	343150
2020	43.5	374375
2021*	52.1	407065
2022*	59.6	436116
2023*	66	459852
2024*	71	476462

Sources: Statista digital market outlook; Statista@Statista 2020

<https://www.statista.com/forecasts/289770/e-commerce-revenue-forecast-in-india#:~:text=Total%20retail%20e%2Dcommerce%20revenue%20in%20India%202017%2D2024&text=The%20graph%20presents%20the%20e,billion%20U.S.%20dollars%20in%202024.>

The table presents the retail e-commerce market revenue in United States and India in 2017, and provides a forecast until 2024. E-commerce revenue in United States is expected to grow to 476462 U.S. million dollars in 2024. E-commerce revenue is anticipated to increase to 71.0 billion U.S. dollars in 2024 in India. United States has reported revenue of 374375 U.S million dollars in 2020 year. This is an increase of 25.28 percent from 279727 U.S million dollars in 2017 year. In the same duration, India has also reported revenue of 43.5 U.S billion dollars in 2020 year. This is an increase of 58.16 percent from 18.2 U.S billion dollars in 2017 year. The growth rate of e-commerce in India is higher in comparison of United States. Statista's digital market outlook provides forecasts, detailed market information and key performance indicators in the most important areas of the digital economy,

including various digital goods and services in 150 countries/regions. The forecast has been adjusted to reflect the expected impact of COVID-19.

D. Growing trend of e-commerce in India

Increasing growth in the e-commerce industry is attributed to a number of reasons. Digitizing the economy and providing cheap internet to the people are a few of many reasons that boosted the growth of digital sales in India. In 2018, the e-commerce sales across India were estimated to increase by 25 percent. The growth rate, however, was predicted to observe a slight dip in 2022. Consequently, the revenue-generating potential has also increased. The average retail e-commerce revenue collected per user in India in 2018 was more than 50 U.S dollars. It was estimated to cross 75 U.S dollars by 2024. The present table depicts the market size of India's e-commerce industry in 2014-2018, forecast to 2027 (US\$ billion):

Table no. 4: Market size of e-commerce industry across India from 2014 to 2018, With forecasts until 2027(in billion U.S. dollars)

Year	Value in billion U.S dollars
2014	14
2015	20
2017	39
2018	50
2020	64
2021	84
2025	188
2027	200

This table revealed that the e-commerce industry has a huge of opportunities' in India, remaining to the growing internet consumer base and satisfactory marketplace environments. Growing at an exponential rate, the market value of the e-commerce industry in India was approximately 50 billion U.S dollars in 2018. This number was estimated to reach 200 billion U.S. dollars by 2027.

E. The Impact of E-commerce

The impact of e-commerce is remote and extensive with a current result from small enterprise to world-wide business are:

a. *Huge sellers are enforced to online sell.*

The growth of e-commerce helps the many shoppers by intensifying their reach of products and definitely wedged their lowest outlines. However for those shoppers has been different impact who have been slow to hold the online market. The biggest challenges to response the ones feeling to the impact of e-commerce if the Sellers that they fall into the middle ground. The first time, online shopping's closely exceeded all-purpose products supplies, comprising supercentres departmental supplies and warehouse clubs. The Amazon Prime acquired away the shipping price; online shopping is preferred by the most of customers. It is convenient and comfortable with them.

b. *E-commerce aids small industries sell directly to consumers.*

The e-commerce business can offers to new opportunities for many small business. But many of the small business are hesitate to adopt the online dealings. Pre-pandemic, small industries remained functioning to increase their e-commerce occurrence. In today scenario, small business proprietors feel they will have to reinforce their e-commerce competences in order to continue in a post-pandemic world. Since COVID-19 lockdowns began, small business proprietors have designed a website or modernized their prevailing one. In this pandemic, the small business entrepreneurs are introducing e-commerce supplies and expanding their contributions. It is directly reaching most of the consumers and enhanced co-operative consumers who have a preference of online/mobile shopping.

c. *The increase of e-commerce markets.*

Since the mid-1990s, with the emergence of Amazon, Alibaba, and other giants as we know it today, the global e-commerce market has been growing. In this table, we have noticed that Amazon is an exception in terms of commercial e-commerce growth in the market, but we have also noticed that other companies are making progress:

Table no. 5: E-commerce growth of the business in the marketplace

Company	Revenue	Year
Amazon	\$386	2020
Alphabet	\$182.5	2020
Facebook	\$85.96	2020
Alibaba	\$56.152	2019
Netflix	\$24.99	2020
Paypal	\$20	2020
eBay	\$10.8	2019
Flipkart	\$6.1	2019

Compared with other companies, Amazon has demonstrated its unique growth strategy, helping it achieve mass adoption and record sales. It is clear from the Table 5 that the amazon was at the first position in terms of revenue in the year 2020 followed by alphabet and Facebook. Flipkart is at the 8th positions.

d. *Supply chain management has evolved.*

One of the most important impacts of e-commerce on supply chain management is the shortening of product life cycles. The manufacturers are offering deeper and larger collections as a bumper beside rate attrition. Meanwhile, warehouses are keen-sighted greater quantities of stock in and out of their services available. Now, warehouses offering value-added services to benefitted the e-commerce and selling procedures more unified and operative.

e. *New jobs will be created, but traditional retail jobs will be cut.*

E-commerce employment landscape has changed, they broken down what this all means and looks like for job prospects in the e-commerce sectors. The growth of e-commerce means a huge blow to the job market, especially in the world of retail in regard to growth. However, e-commerce employment growth is only a small part of the puzzle. E-commerce has created 178000 new jobs over a span of 15 years. Most of the employment opportunities of e-commerce is located in urban regions. The traditional retailers is shifted

towards modern business of e-commerce which results to some of the people losses their job due to skilled workforces is demanded by shopper or company. As with major physical market shifted towards online, it seems both positive and negative impacts on employment.

f. *Omni channels sales*

Omni channel selling means accessing consumers at every touch point, both online and offline. Omni channel sales by launching physical stores to add to the consumer shopping experience. E-commerce has had a main impact on consumers. In present era, most of the people friendly with the internet which is transforming the way recent customer's shop. So that they had preferred to a buying through online shopping. Customers now prefer to shop online rather than in-store. The pandemic has undoubtedly pushed to rely on online services. Millennials are the largest demographic of online shoppers. They participate in online shopping activities respectively.

F. E-commerce markets growth rates in world-wide

The **Table no. 6** List of top 10 countries in e-commerce retail sales (in billions) from 2018 to 2019 and their percentage changes. The Emarketer report also compares growth between the top 10 countries ranked by e-commerce sales, showing that China now surpasses the US and UK.

Table no. 6: Top 10 countries, ranked by retail e-commerce sales, 2018 & 2019 (billions and % change)

Countries	2018	2019	% change
1. China	\$1,520.10	\$1,934.78	27.3%
2. US	\$514.84	\$586.92	14.0%
3. UK	\$127.98	\$141.93	10.9%
4. Japan	\$110.96	\$115.40	4.0%
5. South Korea	\$87.60	\$103.48	18.1%
6. Germany	\$75.93	\$81.85	7.8%
7. France	\$62.27	\$69.43	11.5%
8. Canada	\$41.12	\$49.80	21.1%
9. India	\$34.91	\$46.05	31.9%
10. Russia	\$22.68	\$26.92	18.7%

Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfilment; excludes travels and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice good sales.

Source: eMarketer, May 2019, www.eMarketer.com

It is clear from the Table 6 that the china was at the first position in terms of retail ecommerce sales in the year 2018 and 2019 followed by US and UK. India is at the 9th positions. In the current era, the first position in the list of the world-wide E-commerce market growth will be China with \$1.935 billion in retail E-commerce sales. The US holds second position with \$586.92 billion which is three times less than the China. There are other countries in the top 10 list of global E-commerce market which is showing in the above table no.6. India is the fastest growing e-commerce market. In 2019, its sales will increase by 31.9% to 46.05 billion U.S. dollars. Russia ranks tenth with 26.92 billion U.S. dollars in sales, with an increase of 18.7% from 2018 to 2019.

Table no. 7: Retail e-commerce sales worldwide, 2017-23
(trillions, % change and % of total retail sales)

Years	Retail e-commerce sales	% change	% of total retail sales
2017	\$2.382	28.0	10.4
2018	\$2.928	22.9	12.2
2019	\$3.535	20.7	14.1
2020	\$4.206	19.0	16.1
2021	\$4.927	18.1	17.1
2022	\$5.695	20.0	20.0
2023	\$6.542	22.0	22.0

Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfilment; excludes travels and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice good sales.

Source: eMarketer, May 2019, www.eMarketer.com

This table explained that the Retail e-commerce sale is just double from 2017 to 2020. It is continuously increasing sales worldwide. It is clear from the table that the retail e-commerce sale is showing an increasing trend. It was \$2.382 in 2017 which rose to \$2.928 in 2018. It is expected to grow with an increasing pace in the coming years also. It is expected to reach at \$6.542 in 2023, which is almost 3 times the sale of 2017.

G. Market Size

With the soaring penetration rate of smartphones, the popularity of 4G and the increase in consumer wealth, the Indian e-commerce market is expected to grow from US\$38.5 billion in 2017 to US\$200 billion in 2026 provided by Flipkart, Amazon India and Paytm. In the first quarter of 2020, smartphone shipments in India increased by about 8% year-on-year to 50 million units, thanks to the active shipments of all smartphone suppliers. Samsung leads the Indian smartphone market with a shipment share of 24%, followed by Xiaomi with 23%.

H. Electronic commerce sector Investments/Developments in India

Some of the major developments in the Indian e-commerce sector are as follows:

- In November 2020, Amazon India announced partnership with Hindustan Petroleum Corporation Limited. As part of this partnership enables customers to order and pay for LPG cylinders before delivery.
- In November 2020, Reliance Retail Ventures Ltd. (RRVL), a subsidiary of Reliance Industries (RIL), acquired a minority stake of Urban Ladder Home Decor Solutions Pvt. Ltd. for Rs. 182.12 crore (US\$ 24.67 million).
- In November 2020, Flipkart acquired Scapic, an Augmented Reality (AR) firm, to increase user experience.
- In November 2020, Amazon India has opened 'Made in India' toy store, in line with the government's 'Atmanirbhar Bharat' vision. The store will allow thousands of manufacturers and vendors to sell toys driven by the Indian culture, folk tales and toys that promote creative thinking and are locally crafted & manufactured.
- In October 2020, Amazon India collaborated with the Indian Railway Catering and Tourism Corporation (IRCTC) to enable users to book and reserve train tickets on Amazon.

- In October 2020, Flipkart acquired a 140-acre land at Rs. 432 crore (US\$ 58.87 million) to establish their largest fulfilling centre in Asia, in Manesar, Gurgaon, in a bid to scale their fulfilment infrastructure to cater to increased demand post COVID-19.
- In October 2020, Amazon India invested over Rs. 700 crore (US\$ 95.40 million) into its payment unit, Amazon Pay.

VI. GOVERNMENT INITIATIVES

Since 2014, the Indian Government has announced number of initiatives, namely Digital India, Make in India, Start-up India, Skills India and Innovation Fund. The timely and effective implementation of such plans may promote the development of E-commerce in the country. Some of the main government's initiatives to promote E-commerce in India are are:

- Government Electronic Marketplace (GeM) signed a Memorandum of Understanding (MoU) with Union Bank of India in October 2019 to provide a cashless, paperless and transparent payment system for various services.
- As part Digital India movement, Government has launched various initiatives such as Umang, Start-up India Portal, Bharat Interface for Money (BHIM) etc. to boost digitalization.
- In October 2020, Piyush Goyal, Minister of Commerce and Industry, invited startup companies to register on the GeM portal for public procurement and provide goods and services to government organisations and PSUs.
- In October 2020, in order to change the withholding tax rules of 2016, the government required foreign companies operating e-commerce platforms in India to have a permanent account number (PAN). A 2% tax was levied on the sale of goods or the provision of services by a non-resident e-commerce operator in fiscal year 21.
- So as to extend the participation of foreign participants in e-commerce, the Indian government increased the maximum foreign direct investment in the e-commerce market model to 100% (in the B2B model).
- The government's substantial investment in the expansion of 5G fibre optic networks will help promote the development of e-commerce in India.
- RESERVE BANK OF INDIA has decided to allow "inter-operability" among prepaid payment instruments (PPIs) such as e-wallets will encourage cashless economy and thus eventually more use of e-commerce in Indian market.
- The one of the major initiative or scheme which is introduced by Indian government of India is E-GOVERNANCE. It will similarly enhancement the e-commerce growth which results to bring transparency amongst the people of India. India in E-Government Development Index (EGDI) ranked very low was world leader Denmark and region leader republic of Korea and sub region leader Sri Lanka ranks highest on EGDI with index values of 0.976, 0.956 and 0.671 in 2020; India EGDI with an index value of 0.596 in 2020.

- The Indian government will establish a cybercrime coordination center. After 1,444,496 cyber security attacks were conducted in India in 2014-2016, it plans to establish a cybercrime coordination center to help solve and eliminate cybercrime problems. States should also open regional cybercrime centers to improve efficiency and solve problems. And accelerate the development of e-commerce in India. Phishing, scanning or querying, website intrusion and standard use, viruses or malicious code are some types of cyber-crimes. On this year's budget list, there are rumours that the Indian government will start investing in cyber security. This will not only increase Internet and digital penetration, but also promote the growth of e-commerce.
- Another government incentive/ scheme is introduced by Indian government is TAX SYSTEM AND INTRODUCTION OF GST. It is also help in increasing e-commerce growth in India in upcoming years. The unified tax system reduces the tax cascade, which in turn also simplifies the management of the e-commerce supply chain, makes retailing easier and sometimes cheaper in some industries, and allows manufacturers and retailers to expand their business across India. Tax uniformity will help expand the positive side of e-commerce in India and therefore will not favor any particular state. Although in India TIER1 cities are more susceptible to e-commerce as their average order value is RS - 1544 and in TIER 2 RS 1157 and RS 1033 in TIER3 cities in India according to the IBEF report (source - ibef.com). Hence, the tax system also plays an important role in the growth of e-commerce in India. India hierarchal one hundred and fifteenth positions in one hundred ninety countries in calculator of "paying taxes" within the year 2020.

A. Road Ahead

The e-commerce industry has a direct impact on India's small, medium and micro enterprises (MSMEs) by providing funding, technology and training, and has a positive impact on other industries. It is on an upward trajectory and is expected to surpass the United States by 2034 and become the world's second largest e-commerce market. There may be technological innovations, such as digital payments, hyper-localized logistics, customer analytics interactions, and digital advertising are likely to supporting growth in the e-commerce sector. The growth of the e-commerce sector will also bring more job opportunities, higher export revenues, tax increases for former inspectors, and better products and long-term customer service. In 2022, it will increase by 84% to 859 million. The electronic retail market is expected to continue to grow strongly. In the next five years, the annual growth rate of the electronic retail market will exceed 35%, reaching 8 trillion rupees (25.75 billion US dollars). In a few years, India's e-commerce industry is expected to exceed 30-350 million shoppers. By 2025, the total product value (GMV) of the Internet will reach US\$10-120 billion.

VII. CONCLUSION

The pandemic has turned out to be a huge opportunity for Indian e-commerce players, with sales expected to double compared with the previous year. The research reveals all aspects of e-commerce, including its different types, history, growth over the years, impact on consumers, and the way we

do business. The future has many opportunities for even greater expansion. In general, we mustn't forget that ecommerce continues to be fairly new within the massive image of retail landscape. The forthcoming holds infinite possibilities; however its achievement and continuity will largely depend to a large extent on the preferences of future buyers.

[Paraphrasing Tool - Best Sentence Rephraser \(prepostseo.com\)](https://www.prepostseo.com/)

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