MULTIDISCIPLINARY RESEARCH

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Impact of E- Commerce in Rural India

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ABSTRACT :

In the modern times E-commerce is giving a tough competition to the traditional trade and business. Due to the advancement of technology the world has become a global village. E-commerce has reached most of the consumers in the urban sector but the challenge lies in front of the companies so that it reaches the rural sector also. The rural population of India has to go at distant places or nearby cities to purchase luxury products. Here E-commerce can come to their help by widening its area of operations. A profound understanding of people, their behavior and their community is critical within the digital marketplace. The E-Commerce is prospered and stands for booming growth in Rural India.Their success depends on the understanding of the market, quantity of consumers and offering various features. This paper gives an impact of digital India in the future of E-Commerce in Rural India; represent the various opportunities for vendors, consumers, E-Commerce Industries and factors influencing trust in rural Indians. We found that the Overall E-Commerce will increase drastically coming years in the emerging market. While rural area availability of internet or broadband is lower as compare to urban area but Government's dream project Digital India will control or fixed this gap which increases the mass of consumers for E-Commerce world through spreading business using social commerce , mobile commerce etc. with adopting Digital India project features like creation of digital infrastructure and digital literacy. Combination of E-Commerce and Digital India project make easier contact can be made to anywhere in the world in seconds. By online trading, businesses open themselves in global marketplace. Indians should call Digital India Vision or Digital Bharat Vision or Digital Hindustan Vision projects moving forward.

This paper is concerned with current scenario of internet users in India, how government campaign ‾Digital India can connect maximum number of rural Indians to all over the world through Internet and how E-Commerce Industries can convert this mass of rural Indians for trading.

Key words : E-Commerce, Indian Market, Global Market, Online Trading, Rural and Urban India, Government, Growth.

INTRODUCTION :

Indians are born industrialists and India is one of the largest consumer markets in the world. Urban – rural consumer or vendor education level and facilities in rural area. According to ‾Bringing the internet to rural India's business community "India is a country which has more than 600,000 villages and connecting these areas with internet broadband will have a paradigm shift.Indian Government is trying to facilitate rural Indians through some ambitious campaigns like e-governance, digi-locker etc. Through internet India have good opportunity to achieve the better economic status and E-Commerce growth. Digital India is one of the Indian governments Project which ensuring the government services are available to citizens electronically by reducing paperwork. And also includes connect rural areas with high-speed internet networks. E-commerce is usually referred to combining new technologies with elements of traditional stores and direct mail models. The term E-commerce was originally conceived to describe the process of conducting business transactions electronically using technology from Electronic Data Interchange (EDI) and Electronic Funds transfer (EFT). EDI and EFT were the enabling technologies that laid the groundwork for what we now know as E-commerce. The definition of E-commerce began to change in 2000 though, the year of the dot-com collapse when thousands of internet business folded. Despite the epic collapse, many of the world's most established traditional brick-and-mortar business were emboldened with the promise of E-commerce and the prospect of serving a global customer base electronically. The very next year, business to business transactions online became one of the largest forms of E-commerce with over $700 billion dollars in sales. Many of the dot-com collapse "first-mover" failures served their offline competitors very well, providing evidence of what not to do in building a viable on line business.

E-COMMERCE :

E-Commerce or electronic commerce, deals with the purchasing and selling of Products and services over an electronic platform, mainly the internet. E-Commerce has various categories such as Business to Business (B2B), Business to Consumer (B2C), Consumer to Business (C2B) and Consumer to Consumer (C2C) (Source: E-commerce in India accelerating growth). E-commerce is an ability to allow business to communicate and to perform transaction anytime and anyplace. The power of e-commerce allows geophysical barriers to vanish, making all consumers and businesses on earth potential customers and suppliers. eBayand Amazon E-Commerce companies are good example of e-commerce businesses are able to post their items and sell them around the Globe or world. The E-Commerce sector growth was based on rapid technology adoption like increasing use of devices like smartphones and access to the internet via broadband, 3G, etc. which led to an increased online consumer base which helps to this growth. Infrastructure: Broadly E-Commerce requires for connectivity- Telecommunication infrastructure and for Electricity- Power infrastructure. At present scenario shows rural area lacking from internet or connectivity facilities as well as Electricity.

E-COMMERCE INDUSTRIES AND RURAL INDIA :

The rural areas are consuming a large number of industrial and urban manufactured products. E-Commerce industries would be reviewed and made alterations of their techniques or models. 5-Star Model Industries have always been fascinated by rural India, but due to lack of internet access rural market not establishing properly. In last few years some big companies like ITC, Tata etc. shown their presence in rural areas to get advantage of big opportunity in E-Commerce. Rural India also grabs the benefits of this medium by providing Internet Facilities. These kiosks will include PCs and tablets for people to go online and shop. Snap deal has entered into a partnership with Indi Village focusing on rural areas, to promote skill development and employment opportunities in rural communities. Mr Kunal Bahl Co-Founder and CEO of Snap deal believes that by tapping into the rural market, company will be able to get 50-100 million new customers in the next three years. Snap deal isn't the only company looking to enter into India's rural market. Others like Amazon India, Flip kart etc. has been also proposed that the government should spread better internet connectivity in rural areas which would in turn boost and empower Ecommerce in these areas. Google and Amazon have both industries been

experimenting Figure 2 mentionedtechnologies providing same-day delivery services, 3D printing etc. Own 3D printers wishto buy downloadable designs etc. and same-day delivery trend is have a significant impacton Internet retailing or E-Commerce. World of business becomes more digital. E-Commerce is becoming more popular, accessible and fastest growing retail Market and the internet as an efficient medium for buying products and services are driving ecommerce growth. Digital Advertising will also become a reason for growth.

It's time to make a digitally empowered Society: Digital India. When these initiatives Broadband highways, Public Internet Access, E-Kranti, E-Governance, IT Jobs, Electronic Manufacturing and Information for all (www.chaptersfrommylife.com) will reach the rural India, we will see a drastic modernity in our country. With the rise of Digital India tackling corruption is also going to be a lot easier.

To devise the e-commerce strategy in rural India, we need to first understand the consumers of rural India. According to a report by Accenture, today's rural customers are becoming more aspirational, selective about brands, value-seeking, and connected. It also mentions that more than fifty per cent of the customers are willing to use digital channels. The only barriers that can stop them from converting them to e-commerce customers are trust issues and logistics problems. Catering to these issues while still providing a competitive price point to the price-sensitive customers is the key to expand into the rural market. ATL marketing activities, like television and radio advertisements in regional languages, need to be emphasized as customers in this segment still rely on these mediums for information. One also needs to invest in digital marketing as with easy availability and affordability of smartphones and internet connectivity, the rural Indian market is gradually stepping into the digital world. Apart from Facebook, another social media platform that is increasingly gaining popularity within the Indian rural market is TikTok, as more and more users are increasingly creating content with it. E-Commerce sites can use these channels to market their products, using the local language. The marketers not only need to create content relevant to the rural populations but also need to engage the audience with the same. Often content that educates the users about various features of the product can help to drive the product growth. For example, GSK India is connecting with rural registered medical practitioners and chemists using its digital media, to educate them. Creating interesting content that the audience finds entertaining is also another way to connect to the audiences, as Hindustan

Unilever Limited did with its legendary 'Kan Khejura Tesan' model, much before today's age of rapid digitization. Earning a customer's trust is also very important here. The customers from the rural parts of India are price-sensitive, have relatively low disposable income, hence they can't afford to buy a product, only to find that it is not something they really wanted. Omni-Channel strategy in a few towns can be of good use here, as then the customers can actually touch and feel the product at the nearest physical store before buying them at a discount from an online store. This can also assist in logistics and supply chain issues in rural marketing. Understanding the local culture, and offering discounts during special occasions like local festivals, will help not only to drive sales but also to create a customer-centric approach for e-commerce sites. For a more personal experience, the e-commerce sites can send the customers a 'Gratitude Letter' in the regional language, with their name printed, during the festive offers. Also, effective consumer grievance addressing cell in regional languages will help to establish e-commerce websites as more customer-friendly.

CONCLUSION :

The Digital India programme are looking promising and will revolute the E-Commerce sector through the internet and broadband to remote corners of India. It's not only increase trade, efficient warehousing and will also explore a huge market for product buying and selling. Most of the products consume and sold by rural citizens in local market that means the products may not get an effective price due to lack of demand for the products in thelimited local market. Limited demand implies a low turnover resulting low income for the ecommerce industries, as these consumers are not conscious of the quality.

To attract the mass of rural area E-Commerce Industries have to launch mobile apps to influence them as well as vendors for buying and selling products/ Services through mobile internet. Rural Indians recognize the differences between the opportunities available to them through which they can aware about new products and services available in E-Market. After implementing the dream Project ¯Digital India India would become a very powerful in the digital world. Digital India Project innovate rural India and big revolution in E-Commerce world country wide; therefore they can interact with E-commerce industries easily. The entire scenario of India is changing through E-Commerce industries that should be brought to the international platform by achieving the Digital India Project, but this all depends on the success implementation of this Project otherwise it doomed to fall.

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