

AN EXPLORATORY STUDY OF THE GROWTH AND PROSPECTS OF E-COMMERCE IN INDIA

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Received: 24 Oct 2018

Accepted: 29 Oct 2018

Published: 10 Nov 2018

ABSTRACT

The Internet emerged in the 1990s and soon affected the mankind world-wide. It has drastically changed the daily routine of the people i.e. the way people communicate by making it easy to communicate instantaneously to anybody around the world, find information, and do business today. This scenario can also be seen in the business practices. E-commerce carries business transactions through various electronic mediums like internet, mobiles, telephone, fax machines, ATMs, credit cards whereas Internet trading looks from the advertising and branding perspective, it tries to grab the attention of the customers by attractive designs and ads. At the present time, the internet has drastically changed the way that companies design their e-commerce strategies. It represents a tremendous opportunity. It gives a much wider choice to a customer of products, services and prices from different suppliers and the means to select and purchase items more readily. It gives the opportunity to the organization to expand into new markets, offers new services and to compete on a more equal footing with larger businesses. The researcher has examined e-commerce issues carefully and has reached at some conclusions. It was found that there is a positive or direct relationship between internet use time and shopping and there is a positive or direct relationship between notice of advertisements and their influence on buying decisions. It is suggested that companies have to have strategies according to both online trade and traditional trade and companies should provide authentic, accurate information of the products plus reviews. It will be beneficial and revenue fetching for them. It can be said that e-trade will never be a substitute for traditional business.

KEYWORDS: *E-Commerce, E-Trade, E-Market*

INTRODUCTION

Internet business has advantages of it are basically due to its important features. The internet can provide timely information to customers because of its ability for instant communication, and its availability 24 hours a day, 7 days a week. An on-line business offers more choices and flexibility and, at the same time, eliminates huge storage costs, utilities, space rental, shortens the supply chain etc. Internet research becomes an increasingly important tool during the purchasing process. Business departments are investing more into online business today because it's: Attractive to a significant segment of the demographics for most customer profiles. It can effectively reach the target customer. Faster and less expensive to conduct direct business campaigns, Measurable, which means that successes are identifiable and repeatable. The business wants to go online and allow us to estimate and monitor the progress of our online business activities. E-

commerce figures out how customers will look for the product, features, functions, and prices that the customers will accept. The Internet has changed the way to design their business strategies to a large extent. It represents a tremendous opportunity. This provides a wide range of products, services and prices from different suppliers to select and purchase goods for customers more easily. It gives an opportunity to expand into new markets, provide new services and compete with the big companies on an equal footing. For employees, it provides an opportunity to develop new skills and use the Internet to improve the company's competitiveness. With the rapid adoption of the Internet by business and consumer consumers, with the success stories of market-attracting organizations, there was a rapid recognition of growth that all organizations must have an effective presence on the Internet for expansion. The Internet world requires its unique set of e-commerce skills and techniques, while it is based on traditional business principles, knowledge-based knowledge, expert skills, and much power are required.

RESEARCH OBJECTIVES

The use of e-commerce is showing a rapid growth in India. This situation calls for an in-depth study for finding out ways and means to suggest the use of e-commerce particularly with references to online advertising and online trading.

- To study of growth and prospects of e-trading in the Indian scenario.
- To study of the process of maintaining, improving, and upholding a brand in e-commerce.
- Improving E-business strategy by creating a relationship between traditional and e-trading.

Hypotheses

Research always gets its relevance from the assumptions it makes about the research problem. This study is no exception to it.

H₀₁: There is no significant relationship between Internet use time and online shopping.

H₀₂: There is no significant relationship between reading reviews on the internet and influence on buying decisions.

REVIEW OF LITERATURES

There have been some studies done which focus on the growth of internet trading and terms affecting internet trading like consumer behavior, consumer awareness and platform available of internet trading for companies

David W. Schumann and Esther Thorson (2012): This book mainly reveals in detail Internet advertising theory, discussing its history, and compiling selections representative of recent trends by reviewing published research. What the reader will encounter in Advertising and the World Wide Web is a solid conception of how Web advertising is different from anything that has come before. There are numerous discussions on consumer and advertiser interactivity, the role of Web advertising within larger campaigns, audience segmentation, and alternative Web-based promotion formats.

J Suresh Reddy (2003) Trading is one of the business functions most dramatically affected by emerging information technologies. Companies can use the web to provide ongoing information, service and support, creating positive interaction with customers that can serve as the foundation for long-term relationships and encourage repeat purchases. The integration of electronic commerce and trading will bring a renaissance in trading function. This Journal

provides benefits of E-Trading in business like it enables customers to shop or do other transactions round the clock a day, all year around, through any part of the world, Customer have more choice, it allows customers to interact with other customers and companies or organization, it helps organization and customer to receive detailed and relevant information within seconds, it enhance promotions of products and services through direct, information-rich and interacting contact with customers, The cost of delivering information to customers over the internet is very less, Newcomers can establish brand or corporate images very quickly, Customization and no Intermediaries. Finally, this paper concludes that day by day, technology is getting sophisticated and costs are crumbling, making the internet easy and cheap to access. Eventually, even for buying a product from a shop situated near to home, the customer may use the internet to place the order, and may get the product delivered immediately.

Peter J. Danaher and Guy W. Mullarkey (2003), this study is done on the impact on web advertising recall and recognition. These factors include the viewing mode, duration of page viewing, and web

Page context factors, including text and page background complexity and the style of the banner advertisement. Via an experimental design conducted on a student sample, these factors manipulated over several levels. The key finding has been that the longer a person is exposed to a web page containing a banner advertisement, the more likely they are to remember that banner advertisement. It was also found that recognition scores are much higher than both unaided and aided recall scores. In addition, some minimum and maximum thresholds are observed. To achieve reasonable advertising recall, some minimum level of exposure (around 40 seconds) is required. However, when a user is in surfing mode, advertising recognition does not increase appreciably when exposure exceeds 40 seconds. In this article the Authors have considered only banner advertising, the other methods of web advertising such as pop-up ads, pop-under ads, interstitial ads square ads etc. are not considered, which the researcher will consider for the Ph.D. work.

Dr. Hatem El-Gohary (2010), This study presented a comprehensive review of literature in the field of E-Trading in the period from 2003 to June 2010 as well as the systematic classification for this review. By reviewing the literature, it is noticed that E-Trading studies had utilized a combination of both qualitative and quantitative approaches. This study states that each methodology or method has some drawbacks or limitations, but a researcher must employ the most appropriate research methodology and method to his research. Between 2003 and 2008 within the literature period the published articles had covered the following research areas: E-business, E-marketplace, Electronic Commerce, Electronic platforms, ICT adoption, Internet trading, On-line trust, B2B, Performance evaluation, The Web, Electronic trading, E-mail Making, E-Readiness, E-relationships, E-security, E-service, E-supply chain management, Internet adaptation, Mobile trading and some other research areas. Electronic Commerce was the major research area covered by the researchers in the field followed by Electronic Business and Internet trading.

Ook Lee (2001) according to the study Internet trading concepts and measurements of what actually works. For example, the first chapter does the comparative analysis of Net incentives, Agency.com, and Net Perceptions.

Joanna Lord (2013), This article predict important internet trading trends in 2013 those are a surge in 'second screen' value, the evolution of 'attribution modeling, the rise of gasification, An increased focus on 'inbound trading, Improved data visualizations, More loyalty trading, Brands as social influencers, More analytics, Design is king, Local trading goes mainstream. This article provides critical trends in online trading.

RESEARCH METHODOLOGY

Research methodology is important to provide a systematic approach to a research study. The empirical research methods are a class of research methods in which empirical observations or data are collected in order to answer particular research questions. While primarily used in academic research, they can also be useful in answering practical questions. The researcher has tried to bring an overall picture of Internet trading by discussing Internet trading versus the traditional trading, the customer and company perspectives. Therefore, both qualitative and quantitative methods are applied to answer the research questions. The theory part has been developed by applying these methods to explore secondary data from books.

Source of Data

In the present study, to collect primary data, a structured questionnaire was used. A pilot study was conducted and considering the limitations of the model questionnaire. It was restructured and redesigned on the basis of the results of a pilot study. The secondary data have been collected from various research papers, studies, and books.

Data Analysis

In order to achieve these objectives, the researcher has prepared a questionnaire which comprised of six segments relating to internet usages, internet advertisement influences, the effect of internet search by a consumer, consumers' perspective for internet business, reliability on e-business through the internet, for improvement of internet business. Each of those parts has targeted to understand the consumers 'approach towards e-commerce'. The usefulness of any study lies in the presentation of facts and their analysis in such a manner that it becomes easily understandable. The understanding of analysis depends upon the proper selection of the research methodology to be adopted in analyzing the facts.

Under the study in hand, random sampling technique was used to pick out a sample of e-trading. A structured questionnaire was used to obtain information about various aspects of the growth and prospectus of e-trading scenario. Research on the effect of consumer behavior towards e-trading is a descriptive research.

For the present study have been data collected throughout India. To make it logical and reasonable Sample selected comprises of business professionals, students, homemaker service class & other people of the urban and rural area of whole India. The whole population is divided into three strata according to age, gender & occupation. Researchers have not any discrimination for the collection of data, collect data from each group of age, profession, and literacy.

A questionnaire has been sent to respondent through many channels like the letter, post office and other means of correspondent but electronic media play a vital role in it viz. e-mails and Google docs for online submission of their responses. The questionnaire was sent to about 500 respondents, more than 450 respondents responded in time, some of these responses were not proper due to some errors and did not answer all the questions of the questionnaire, the therefore, researcher could find around 400 responses appropriate for the research. Thus the final analysis has been done using responses from 400 respondents.

Sample Profile

The sample profile of the respondents has been view and analyzed in terms of gender, occupation, and age. The table that emerged from the data has been presented in the following table 1

Table 1: Sample Profile

Factors	Variables	Number of Respondents	Percentage
Gender	Female	180	45
	Male	220	55
Age	18-25	150	38
	26-45	216	54
	46-60	34	8
Occupation	Student	108	27
	Service class	130	33
	Business class	74	18
	Homemaker	56	14
	Other	32	8

Table 1 shows the profile of respondents that have emerged out of 400 filled in questionnaire shows that out of total respondents 55% are males and the rest 45% are females. It shows that it has been a balanced sample as regards sex of the respondents. Age group shows that 38% are from 18-25 age groups; 54% are from 26-45 age group and rest 8% of respondents are from the age group of 46-60 years. So far as occupation is concerned survey covered students, service class, business class, homemaker and others, which are 27%, 33%, 18%, 14%, 8% respectively.

Research Questions

The questions have been put in the questionnaire so as have an idea as to whether consumers are internet friendly or not and how much time do they devote to activities such as emails, gathering information, online shopping, chatting, films, games, music etc. With the help of these questions, it can be ascertained whether consumers go for online shopping or not because if consumers are not opting for online shopping then there is no use of focusing on e-trading. Question wise analysis of this part is as follows-

How often do you Use the Internet Per Day?

An effort was made to find out how often the respondents use the Internet. The data collected were analyzed on the basis of sex, occupation and age. The data collected revealed the following table:-

Table 2: Internet Usages with Regard to Gender [Hours]

Internet Uses in	Up to 1 Hour		1-3 Hour		3-5 Hour		More than 5	
	N	%	N	%	N	%	N	%
Male	31	14%	47	21%	55	25%	87	40%
Female	64	36%	38	21%	32	18%	44	25%

Through these findings, it can be concluded that 14% of male respondents surf the internet daily up to one hour, 21% surf up to one to three hours, 25% surf up to three to five hours and 40% of male respondents are those who surf for more than five hours; whereas female respondents showed lesser interest in using internet. Data shows that 36% of female respondents use internet up to one hour in a day, 21% uses around one to three hours, 18% uses around three to five hours and there are 25% of female respondents who use it for more than five hours. Gender plays a role here; there is a significant time difference between male and female respondents as it is clearly evident that female respondents are using the Internet for a lesser time in comparison to males.

Table 3: Internet Usages with Regard to Occupation

Internet Uses in Hours	Up to 1 Hour		1-3 Hour		3-5 Hour		More than 5 Hour		
	Occupation	N	%	N	%	N	%	N	%
Students		32	30%	20	18%	24	22%	32	30%
Service Class		16	12%	24	18%	30	24%	60	46%
Business Class		10	14%	24	32%	20	27%	20	27%
Home-maker		30	54%	10	18%	8	14%	8	14%
Others		7	22%	6	19%	9	28%	10	31%

Consumers who are in service class surf more Internet than consumers like student's the business class, homemaker. 30% of students daily spend up to one hour in using the internet, rest 18%, 22% and 30% uses internet for one to three hours, three to five hours and more than five hours respectively. 12% of Service class surfs up to one hour, 18% surfs one to three hours, 24% surfs three to five hours while 46% surf more than five hours. 14%, 32%, 27% and 27% of business class surf respectively for up to one hour, one to three hours, three to five hours and more than five hours. 54% of homemaker surf for up to one hour, 18 % for one to three hours, 14% for three to five hours and the rest for more than five hours. 22% other users surf for up to one hour, 19 % for one to three hours, 28% for three to five hours and 31% for more than five hours.

How often you Make use of the Search Engine for Buying a Product?

Attempt was made to find out the frequency of use of a search engine before buying any product.

Table 4: Use of the Search Engines

Respondents		Every Time	For Specific Information	Not Aware	Total
Gender	Male	74	126	20	220
	Female	46	116	18	180
Occupation	Student	24	78	6	108
	Service	53	68	9	130
	Business	21	48	5	74
	Homemaker	12	34	10	56
	Other	10	14	8	32
Age	18-25	46	84	20	150
	26-45	64	144	8	216
	46-60	10	14	10	34

It is observed that the respondents are not so friendly in making use of the Search Engine for buying a product. Out of examined respondents' 126 male respondents use for specific information while out of female respondents 116 are using this, which is almost equal. 34% of male respondents surf the Internet every time while buying a product. 9% of male respondents and 10% of female respondents are such who are not at all aware in this matter. Out of female respondents, 22% surf the Internet all the time while buying a product. In the class of occupation, the result showed that almost all the students examined are aware of Internet search regarding a product. 22% of students make use of internet every time they buy a product and 63% surf internet whenever they need any specific information; whereas 33% and 52% of service class surf internet to get information for the product every time and in getting any specific information respectively; at the same time 16%, 65%, 19% of business class makes use of search engine every time they buy a product, for specific information

and not aware respectively. 61% of homemaker makes use only when they need specific information and 22% uses every time as well as 18% is such who are not at all aware of internet search.

Do you Read Reviews Online of Product Prior to Purchasing?

Purchase decisions are always subject to detailed search and making oneself sure that he is buying anything that gives him value for his money. Online buying does not provide an opportunity to the buyer to have a touch examination of goods. Thus they often rely on the reviews made by the experts and earlier buyers. A question was therefore asked to know whether the buyers read reviews before buying any product online.

Table 5: Reading of Reviews before Buying Decisions

Respondents		Always	Sometimes	Never
Gender	Male	118	88	14
	Female	88	80	12
Occupation	Student	58	44	6
	Service	68	60	2
	Business	38	32	4
	Homemaker	30	20	6
	Other	12	12	8
Age	18-25	86	54	10
	26-45	112	98	6
	46-60	8	16	10

As regards the reading of reviews online available, the survey showed that 54% of male respondents always read reviews before purchasing product, 40% prefers it sometimes yet 6% never check for reviews before purchasing products. At the same time, 49% of female respondents always go for reviews before the purchase, 44% reads it sometimes and 6% never pay attention to the reviews available. Occupation wise survey showed that 53% of students always go after reading reviews online available, 40% checks it sometimes and 5% never check it. 51% of service class always read online reviews, 46% read it sometimes and 3% never check it. 51% of business class always read reviews prior to purchase, 41% read it sometimes yet 8% never read online reviews. 54% of homemaker always read reviews, 35% read it sometimes and rest 10% never read. 37% of other class always read reviews prior to purchase, 37% read it sometimes yet 26% never read online reviews. In the age group of 18-25 years, 57% always go for reviews, 36% sometimes check and there is 6% who checks online review. In the age group of 26-45 years, 51% always see reviews, 45% check it sometimes and 4% are those who never check online reviews. In the age group of 46-60, years 23% always go for reviews, 47% sometimes check and there is 29% who checks online review.

It is observed that most of the examined respondents read online reviews of product either sometimes or always. In that too, male respondents are reading online reviews quite more in comparison to female respondents. When researcher analyses this examination from occupation point of view, it is found that Service persons and students are reading this more in comparison to others.

Internet Trading is More Flexible than Traditional Trading?

Data revealed the following-

It is Question was asked to find out whether internet trading is more flexible as compared the traditional trading.

The collected observed that not a good number of respondents are disagreeing to it. Majority of respondents have agreed to some extent. Among age groups 18-25 and 26-45 respondents are either strongly agreed or agree to some extent. Only a few of them are strongly disagreed. Possible reasons for the same could be that people of age group 18-25 and 26-45 are a frequent Internet user.

Companies Have to Necessarily Focus Their Internet Trading Based On the Gender Difference So as to Make it More Effective.

It is evident from the aforesaid table that most of the examined respondents have agreed in favor of it whether they agree strongly or to some extent. Only a few of them disagree strongly. Comparing male and female respondents, male respondents are more in number favoring this. If we analyze it from the point of view of the occupation and age group, results showed that service class people and age group 26-45 are more in the number who are strongly agreeing that companies have to necessarily focus their internet trading based on gender difference to make it more effective.

Internet Trading Will Fully Take over Traditional Trading.

It was attempted to find out what respondents think what future trading would be. The responses gathered revealed the following state of things

It is observed that the majority of respondents have an opinion that Internet trading will take over Traditional trading to some extent. Only business people are in nearly equal number in agreeing strongly and agreeing to some extent. It is evident that people are still not fully prepared for internet trading as they are agreeing to some extent only to the question of a takeover of Traditional Trading. It is quite interesting to note that although candidates are affected by internet trading yet they are still not welcoming it with open-handed. That is the reason they are neither strongly agreed nor strongly disagreed.

Companies use Internet Trading for One or More of the Following Reasons-

A question was asked to know the reasons why companies use internet trading. The reasons from which they had to suggest included --Wider reach; Additional revenue; to counter market pressure and Management policy.

All respondents are having a clear view that companies use Internet trading for “wider reach” followed by the objective of “additional revenue” and “to counter market pressure”. The objective “management policy” considered as a least important reason for companies to use Internet trading. Internet trading reaches to a wider range of people and that is also a major reason to use it.

Reliability of the Companies/Brand is Very Important for Success of Internet Trading

Buying decisions often entail the risk of buying a wrong product. This possibility is more when we have a purchase online. Therefore, the reliability of the companies or brand is a very significant factor. What the respondents think about it is presented in the following table-

The respondents have strongly agreed that reliability of companies/brand is very important for the success of Internet trading. It is evident that though people have faith on Internet trading yet they also consider the reliability of brand. A brand is also an essential factor for the success of internet trading. The main reason for the same could be that ultimately consumers have to use that product that they have got from internet trading and that is why they do not want to compromise with the reliability of the brand.

Do you believe that Traditional Trading is more Reliable than Internet Trading?

Most of the respondents are of the opinion that to some extent online trading is reliable. Some respondents strongly agree whereas a few of them are strongly disagreed. 51% of males, 67% of females, 61% of students, 61% of service class, 36% of the business class, 75% of homemaker and 50% of others class agree to some extent that traditional trading is more reliable than internet trading which is a disappointing result for internet trading. Companies need to take actions to improve this image.

Internet Trading Relationships are Long Term Compared to Traditional Trading

People are still inclined to see traditional trading as a means of the more lasting relationship between buyer and seller. However, things are changing too. To find out what people think about it is what the following table reveals-

Internet Trading has Fewer Channel (mediator) Focus and hence does have Long-Term Growth

Most of the respondents strongly agree or agree to some extent to this question that Internet trading has fewer channels and hence does have long-term growth. Respondents who are strongly disagreeing are quite negligible.

Should Companies Spend more on Internet Trading than on Traditional Trading?

It is observed that respondents believe that companies should spend more on internet trading rather than traditional trading as most of the respondents have voted for strongly agree or agree to some extent. A possible reason could be that people think Internet trading has a wider reach than traditional trading and Internet trading still has a high growth perspective. Companies should spend more on Internet trading and derive benefits from its growth.

Should Companies Maintain Better Public Relationship in Internet Trading Compared to Traditional Trading?

Respondents agree that companies should maintain a better public relationship in internet trading compared to traditional trading and that is why they also suggested that companies should expand more on internet trading rather than traditional trading. One of the reasons behind this could be people have a hidden faith on traditional trading as there is a personal relationship available in traditional trading and not in internet trading. To overcome this negative point people believe that companies should maintain a better public relationship in Internet trading.

Internet Trading will Surely Grow

Most of the respondents, from every perspective, have strongly agreed that Internet Trading will surely grow. A negligible volume of people has strongly disagreed. It is clearly evident that Internet Trading is going to have a more bright future and people are also looking forward to it.

Testing of Hypothesis

H₀₁: There is no significant relationship between Internet use time and online shopping.

By applying Pearson Correlation between Internet Use Time and Shopping, where the Expected rate was a dependent variable and Shopping was an independent variable, we get Pearson correlation equals to.083 that was greater than 0 and less than 0.25, that means Internet Use Time and Shopping have a lower correlation. They showed the low relationship. Moreover, since.083 is a positive value therefore it means there is a positive or direct relationship between Internet Use Time and Shopping which means with an increase (decrease) in Internet Use Time, there would be an increase (decrease) in Shopping. Further, we can suppose that doing shopping is a meager part in the overall usages of the internet but growth of online shopping is directly dependent on the usages of the internet.

H₀₂: There is no significant relationship between influences of advertising links on the internet and buying decisions of the consumer.

By applying Pearson Correlation between Notice of advertisements and their influence on buying decisions, where influence on buying decisions was a dependent variable and Notice of advertisement link was an independent variable, we get Pearson correlation equals to.334 that was greater than 0 and less than 0.50, that means Notice of advertisements and their influence on buying decisions have lower correlation. They showed a low relationship.

Moreover, since.334 is a positive value therefore it means there is a positive or direct relationship between Notice of advertisements and their influence on buying decisions which means with the increase (decrease) in Notice of advertisement links, there would be an increase (decrease) in Influence of advertising links in buying decisions of a consumer.

Major Findings

The survey conducted reveals very clear that internet trading will keep on rising. Almost all the respondents agree that the increase in the use of internet and mobile has resulted for the increase in the growth of Internet Trading. Hence, with the increase in the use of internet, it is largely observed that the consumers' inclination to have access towards Internet Trading is increasing significantly. According to the result of the survey, there are three major factors which can lead to the growth of internet trading in India in the near future. These factors are as follows:

- The internet penetration in India is still far from 100% but is increasing at a tremendous pace, that too for a very large population.
- There is a boom in the internet and start-up space right now. These rely heavily on Online Trading.
- With more smartphone sales and better internet connections (4G also now), the internet usage is only on the rise.

In the present study, of the total consumer respondents, there were 55% males and 45% females. Of these, 27% of respondents were found to pursue their studies and therefore, this study also incorporates the views of student community regarding the recent trends in internet trading. Moreover, 33% of the respondents belong to the service class, 18% to the business class, 14% are the homemaker and remaining 8% belong to other class.

- Internet Use Time and Shopping have a lower correlation. Though there is a positive or direct relationship between internet use time and shopping which means with increase/decrease in internet use time, there would be an increase/ decrease in Shopping. But shopping is a meager part in the overall usages of the internet but growth of online shopping is directly dependent on usages of the internet.
- There is a positive or direct relationship between Notice of advertisements and their influence on buying decisions which means that advertisement links affect the buying decisions of a consumer.
- There is very less number of respondents who have never used the internet for shopping purposes. It amounts to 6% of respondents. And the reasons for the same may be illiteracy, lack of access to gadgets or lack of access to the internet.
- There is a direct relationship between a search engine and their influence on buying decision. It suggests that consumers often make a search before going for any decision. That means search engine make a considerably impact on buying decision of respondent.
- It has been observed that long-term relationship can be maintained better when there is fewer communication channel present between customer and companies. Thus we can say that internet has edge over other trading because the internet considerably reduces channels between customers and companies.
- It is observed that respondents are internet friendly. Not even a single of them has said that he does not use the internet, though time may vary from person to person ranging from up to 1 hour to more than 5 hour. At the same time it is used for many different activities covering checking emails, gaining information, music, chatting, videos etc. and for online shopping. But the surprising result is that out of total respondents, 63% of them have never used the internet for online shopping. This attitude may be because internet shopping is more common in the age group of 15 to 35 years and the majority of the respondents in this survey are above this age limit. Moreover, internet shopping is the platform which is still in its growth. There are many products which need examination by hands i.e. which can be purchased only after touch- and- feel factor. And selling and buying are one of the main segments of internet trading.

Recommendations and Suggestions

The researcher has examined the issue carefully and has reached at some conclusions. On the basis of these findings, some of the major issues have emerged.

- E-commerce will surely grow because it has made people lazy as the completion of work is now only at one click away. In addition, there are government policies which aim to reduce the internet cost and telecom operators, out of competition, are also reducing their internet pack charges. This will provide easy internet access to all people and more chances of rise in internet shopping.
- Advertisement influence is most on the age group of 26 to 45. For the rest of the respondents there was no such big influence of the advertisement. This calls for a suggestion that companies should target their audience accordingly at social media; such as if the targeted audience is young crowd then facebook, twitter, youtube and WhatsApp messenger are the appropriate platforms. If the targeted audience is illiterate then Whatsapp

messenger is the best platform because almost everyone in today's world has access to smartphones. If the targeted audience is literate then online review sites, company websites are the most searched and authentic platforms. In short, new age demands for the mobile trading as it is very handy and more accessible.

- To improve this, companies should provide authentic and accurate information on the products plus reviews should not be misleading.
- It shows that companies need to have a presence in the online market in order to be counted as a big brand. It is all about customers' opinion in the trading sphere which matters the most. So as to have a public reach, companies need to focus on the online front.
- Companies should spend more on internet trading. Possibly they think that internet trading has a wider reach than traditional trading. This is true but we cannot ignore the fact that still traditional trading is much ahead than internet trading and it will always be. This situation calls for the companies that they have their feet in the online trading first then they should equally cater to the both.
- The companies have to have strategies according to both internet and traditional trading. It will be beneficial and revenue fetching for them. It can be said that e-commerce will never be a substitute for traditional business. But it can be supplementary to the traditional business.

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