

THE ENCUMBERED GROWTH OF E-COMMERCE IN INDIA:

CAN WE HELP?

HIMANSHI AGARWAL¹ & SHAILJA DIXIT²

¹Research Scholar, Amity Business School, Amity University, Lucknow Campus, Uttar Pradesh, India

²Associate Professor, Amity Business School, Amity University, Lucknow Campus, Uttar Pradesh, India

ABSTRACT

India has witnessed a drastic switch, in the purchasing and selling pattern of various goods and services, during the last 15 years. The introduction of e-commerce has revolutionized, both global and domestic economies. A number of developed economies like the USA, China and the UK, have demonstrated a clear leadership in e-commerce, attributing to higher internet penetration, technological advancement, infrastructure facilities and the increased use of smart phones, laptops/PCs and tablets. However, India, being a developing economy, is experiencing a much slower growth of e-commerce, inspite of having a larger number of internet users, as compared to the top ranked e-commerce market, The USA. The very obvious reasons behind this stunted development are, India's infrastructural, social, legal and political drawbacks, which need immediate consideration so that, strategies could be devised to uproot those challenges, which are hampering the expected uptake of e-commerce in India.

This paper aims at presenting a comparative analysis, of the internet penetration and e-commerce growth, between India and top three countries, having the biggest eCommerce market in the world, i.e., USA, China and UK. The focus is on discussing those issues, which have hindered the e-commerce growth in India and suggesting few strategic measures, that are being followed by the e-commerce giants and it is expected that, few judicious policy implications will make India, a competitive e-commerce market in the near future.

KEYWORDS: E-Commerce, Internet Penetration, Network Connectivity, Payment Gateways, Logistics & M-commerce