

Growth of E- business in India

Wasim Akram Zargar¹ and Syed Masaid Zaman²

^{1,2}*Department of Information Technology, Shri Venkateshwara University Gajraula 244236, India*
¹*vasuwasim786@gmail.com*

ABSTRACT

Role of electronic business and its success in India varies with the internet users. In India internet user are very less compared to other countries and the E-business has not yet become practice in India. Many Organizations in India trying to transform their traditional business into e-business. Where the organizations serve an individual customer and this study also explains the importance of internet for any organization to reach the customer. The usage of internet is increased constantly over the years and the population of using internet has been increased to 81% in 2009. The percentage of people shopping online has increased to 20 million in 2008 and there has been subsequent growth in the online booking in India, which is considered to be the biggest activities of e-commerce. In India most of the people use internet for emails, online booking, online shopping, matrimonial services and blogs. The factors influence e- business and internet in India and the influence of internet on Indian small and medium sized enterprises. The main reason for this the percentage of using the internet is less compared to other countries and the other reason is that security problem many customers in the not willing to give their card details in the internet because of the security problems. e- business in India is by educating the people and reducing the technical problems and the security problems and by making the people aware of the e-business and the advantages of e-business is like saving the time and comforts like no need to carry, it will be helpful for e-business development. When it comes to small and medium sized enterprises companies use internet to expand the organization globally and they adopt e-business for product and market development strategies and they use e-business for new products and the existing products.

Keywords: e- business, shopping online, internet, development.