E-COMMERCE – AS AN EMERGING OPPORTUNITY FOR INVESTMENT

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ABSTRACT

India has witnessed major transformation in terms of shopping and trading. This change is due to the explosive growth and use of E-commerce. E-commerce has taken retail business to another level. It has seen incredible growth of 150% increasing from rs. 19,294 crores in 2009 to 47,349 crores in 2012. Indian E-commerce market is projected to reach $6 billion in value of goods sold in 2015, making India the fastest growing e-commerce market in Asia Pacific region. Various industry estimates show that the sector will grow five to seven times over the next four to five years. On the other hand Indian consumer is enthused and excited to get on this bandwagon. People are connected and they cannot get enough of it. The sector is offering them their chances to have new and better experiences. These are the reasons from both the ends that Indian e-commerce market has potential to grow explosively and making India as an emerging opportunity for the investing companies around the world. India has much more potential in comparison to the matured markets of US and UK. Due to these reasons India is becoming the dream destination for the overseas investment companies. Some of the companies have started playing their role and invested in e-commerce sector in India. The paper discusses the concept of e-commerce, what its applications are and how it is different from traditional commerce. The paper examines the present trends and future of e-commerce and potential investment opportunities in this sector.
KEYWORDS: E-commerce, Present trends, Applications of E-commerce, Investment opportunities.