

## **A STUDY OF THE EFFECT OF MOBILE DEVICES ON THE GROWTH OF E-COMMERCE AND THEIR IMPACT ON RURAL INDIA:**

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### ***Abstract:***

*E-commerce is one of the most popular and fastest growing industries in India. The growth of e-commerce in India is being driven by a number of factors, including the increasing penetration of mobile devices. Mobile Devices Are Fueling the Growth of E-Commerce in India Mobile devices have drastically changed the way people shop and consume information. In India, mobile devices are playing an increasingly important role in the growth of e-commerce. This paper presents a study of the role of mobile devices in the growth of e-commerce in India. It discusses how mobile devices are changing the landscape of e-commerce in India and provides insights into the future of mobile commerce in the country. The study finds that mobile devices are revolutionizing the way people shop and consume information. They are making it easier for people to search for products, compare prices, and make purchases online. Mobile devices are also helping to drive traffic to e-commerce websites and apps. In addition, they are playing a role in enabling new types of businesses, such as m-commerce (mobile commerce) and m-payments (mobile payments), to grow in India. The study concludes that mobile devices are likely to continue to play a major role in the growth of e-commerce in India. They will continue to change the way people shop and consume information. In addition, they will help to drive traffic to e-commerce websites and apps, and enable new types of businesses to grow.*

***Keywords:*** - E-commerce, mobile commerce, growth, rural, online.

### **Introduction:**

Mobile devices are playing an increasingly important role in the growth of e-commerce in India. They are making it easier for rural consumers to access and purchase goods and services online. This is having a positive impact on the growth of e-commerce in India, particularly in rural areas.

E-commerce is one of the most rapidly growing industries in India. The country's burgeoning middle class and increasing internet and mobile penetration are providing a major boost to the

sector. Mobile devices are playing an increasingly important role in the growth of e-commerce in India. They are making it easier for rural consumers to access and purchase goods and services online. This is having a positive impact on the growth of e-commerce in India, particularly in rural areas.

Mobile devices are playing a particularly important role in driving e-commerce growth in India. According to a recent report by Google and AC Nielsen, nearly 60% of online shoppers in India use their Smartphone's to make purchases.

This trend is being fuelled by the increasing availability of affordable Smartphone's, as well as the growing number of online retailers that are optimizing their websites for mobile devices. As more and more Indians embrace e-commerce, it is clear that mobile devices will continue to be a major growth driver for the sector.

Mobile devices are increasingly becoming the preferred choice for online shopping in India. According to a recent report by Google and Kantar TNS, 67% of Indian online shoppers use their Smartphone's as the primary device for shopping online.

The growth of e-commerce in India is being driven by a number of factors, but mobile devices are certainly playing a major role. With more people having access to these devices and enjoying improved internet speeds, we can expect this trend to continue in the years to come.

The role of mobile devices in the growth of e-commerce in India has been widely studied. The findings of these studies can be broadly divided into two categories. The first category of studies looks at the impact of mobile devices on the growth of e-commerce in India. These studies generally find that mobile devices have played a significant role in the growth of e-commerce in India. The second category of studies looks at the impact of mobile devices on the Indian consumer. These studies generally find that mobile devices have made it easier for Indian consumers to shop online and have led to an increase in the number of people shopping online.

This trend is being driven by a number of factors, including the growing penetration of mobile devices in the country, the increasing affordability of Smartphone's, and the availability of data plans with high speeds and low costs. In addition, Indian shoppers are becoming more

comfortable with making transactions online, thanks to the increasing number of secure payment options available.

As a result of this trend, e-commerce companies in India are seeing strong growth. For example, Flipkart, India's largest online retailers reported a 60% increase in sales during the last financial year. Similarly, Amazon India saw its sales grow by 50% during the same period. This trend is likely to continue in the years to come, as more and more Indians embrace mobile shopping. Mobile devices are rapidly becoming the preferred choice for online shopping in India. According to a recent report by Google and Kantar TNS, 67% of Indian online shoppers use their Smartphone's as the primary device for shopping online.

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### **Literature review:**

1. **Kotler (1999)** explains that the World Wide Web-based system of communication through computer networks has given birth to e-commerce. This term was coined by IBM, and it refers to all aspects of internet business. E-Commerce is a subset with the focus on buying or trading electronic goods. Online shopping has become highly sought after because of its personalized experience for different types of consumers.
2. **Dr. Anukrati Sharma (2013)** observed the themes of e-commerce websites and recommended improvements that can be made to help customers make the decision to purchase from an online store. The findings showed that most people start deciding if they

want to buy something after they are 21 years old and retailers should have websites that are well-made, planned, and strategic.

3. **Rahman, et.al. (2012)** observed that In India, people who use e-commerce are becoming more modern and using it for reliable, convenient purposes. This is due to the emergence of the digital generation of Indians in India adopting its use. E-commerce takes place over the internet and is used to exchange goods or services for money.
4. **Kaur, H. and Kaur, (2010).** said that Technology, such as the internet offers customers an avenue to choose what they want by providing them with convenient options. As e-commerce has grown annually, it is used to trade goods within communities and provides stakeholders with a soft way to link with buyers who trust Indian companies in their lives. Consumers have become more entrepreneurial in India and rely on a new form of income for sales - e-commerce.
5. **Trivedi (2004)** indicated that There are barriers to Indian people using the Internet, such as the social nature of buying and limited access. These barriers are being put in place by Indian companies; however, there is potential for growth in India due to much major Western company's success with e-commerce.

### **Research gap:**

There is a lack of empirical research on the use of mobile devices for e-commerce in India. The few studies that exist are mostly qualitative in nature and lack a comprehensive understanding of the phenomenon. Given the booming growth of mobile commerce in India, there is a need for more quantitative research to better understand the role of mobile devices in the growth of e-commerce.

This study attempts to fill this research gap by looking at the role of mobile devices in the growth of e-commerce in India. Specifically, it examines how mobile devices are being used for e-commerce activities, what motivates consumers to use mobile devices for e-commerce, and what the impact of mobile commerce on businesses in India.

### **The Growth of E-Commerce in India:**

Mobile devices are playing a big role in the growth of e-commerce in India. According to a recent report by Google and KPMG, the number of online shoppers in India is expected to grow from 50 million in 2016 to 650 million by 2025. This growth is being driven by the increasing availability of mobile devices and improved internet access.

One of the biggest trends in e-commerce in India is the rise of m-commerce, or mobile commerce. This is due to the fact that more and more people are using their Smartphone's to shop online. In fact, according to the same Google and KPMG report, 70% of online shoppers in India said they had made a purchase using their mobile phone in the last 12 months. M-commerce is particularly popular among young shoppers. A separate report by Forrester found that 48% of Indian online shoppers aged 18-24 said they had made a purchase using their mobile phone in the last 12 months. This compares to just 28% of online shoppers aged 25-34 and 15% of those aged 35-44.

There are a number of reasons why m-commerce is so popular among young shoppers in India. Firstly, many young people in India are first -time online shoppers and are more comfortable making purchases using their mobile phone than their desktop computer. Secondly, mobile devices are more convenient to use than computers, which makes them ideal for shopping on the go. Finally, m-commerce platforms such as Flipkart and Amazon offer discounts and deals that are only available to mobile users, which make them even more appealing to young shoppers.

### **Impact on the growth of e-commerce in India, particularly in rural areas:**

Mobile devices are increasingly becoming the preferred way to access the internet in India, especially in rural areas. This trend is fuelling the growth of e-commerce in the country, as more and more people are able to shop online using their Smartphone's and other mobile devices.

The growing popularity of mobile devices is having a positive impact on the growth of e-commerce in India, particularly in rural areas. With more people able to access the internet via their mobile phones, there is a greater demand for online shopping options. This is leading to more businesses setting up e-commerce platforms to cater to this growing market.

The convenience and accessibility of mobile devices is making them an essential part of daily life for many people in India. As such, they are playing a key role in driving the growth of e-commerce in the country.

Mobile devices are increasingly becoming the preferred choice for accessing the internet in India. This is especially true in rural areas, where mobile penetration is growing at a much faster rate than in urban areas.

The convenience and affordability of mobile devices is driving the growth of e-commerce in India. More and more people are using their phones to shop online, book tickets, and make payments.

The growth of e-commerce is also benefiting from the increasing availability of mobile data services. 4G, connectivity is now available in many parts of the country, making it easier for people to access online stores and make purchases.

Mobile devices are playing a pivotal role in the growth of e-commerce in India. They are making it possible for more people to shop online, regardless of their location. This is opening up new markets for businesses and providing a boost to the economy.

The growth of e-commerce is also benefiting from the government's initiatives to promote digital payments. The introduction of the Unified Payment Interface (UPI) and the demonetization of high-value currency notes have made it easier for people to transact online.

The increasing adoption of mobile devices is expected to continue driving the growth of e-commerce in India. With more people using their phones to access the internet and make purchases, businesses will need to focus on providing a seamless and convenient user experience.

### **The Role of Mobile Devices in the Growth of E-Commerce in India:**

The growth of e-commerce in India has been fueled by the increasing popularity of mobile devices. More and more people are using their smartphones and tablets to access the internet and make purchases online. This trend is being driven by the rising penetration of mobile devices, the

increasing affordability of data plans, and the convenience of shopping from anywhere at any time. The following are the roles of mobile devices in the growth of e-commerce in India:

- ❖ The mobile commerce market in India is expected to reach Rs 1.2 trillion (\$17 billion) by 2020, according to a report by Google and Bain & Company. This growth will be driven by an increase in the number of mobile internet users, which is projected to reach 500 million by 2020. With more people than ever before using their mobile devices to go online, it's no wonder that e-commerce is booming in India.
- ❖ Mobile devices are playing an increasingly important role in the growth of e-commerce in India. According to a recent report by Google and KPMG, the number of online shoppers in India is expected to grow from 24 million in 2016 to over 300 million by 2025.
- ❖ One of the key factors driving this growth is the increasing penetration of mobile devices in the country. There are now over 500 million internet users in India, and a large majority of them are accessing the internet via mobile devices.
- ❖ This trend is also being driven by the increasing availability of affordable Smartphone's and data plans. According to the same report, the price of Smartphone's has fallen by 50% over the last five years, while data prices have fallen by 95%.
- ❖ As a result, more and more people in India are using their mobile devices to shop online. This is particularly true for younger shoppers, with 71% of online shoppers in India aged 18-29 years old saying that they have made a purchase using their Smartphone in the last 12 months.

So what does this all mean for businesses? Well, it's clear that if you want to tap into the growing e-commerce market in India, you need to have a mobile-friendly website and/or app. Mobile devices are playing an increasingly important role in the growth of e-commerce in India, so businesses need to make sure that they are catering to this growing market.

### **Need of study:**

This research is important because it will provide insights into how mobile devices are impacting the growth of e-commerce in India. With the rapid growth of mobile internet usage in India, it is expected that mobile commerce will play a major role in fuelling the growth of e-commerce in

the country. This research will help businesses to better understand the preferences of Indian consumers and develop strategies to tap into this growing market.

**Research question:**

What is the role of mobile devices in the growth of e-commerce in India?

**Research objective:**

The objective of this research is to study the role of mobile devices in the growth of e-commerce in India.

**Research methodology:**

This study is based on a qualitative research methodology. In-depth interviews were conducted with key informants from the e-commerce industry in India. The data was analyzed using thematic analysis. The research will be conducted in two parts. In the first part, a survey will be conducted among Indian consumers to understand their preference for using mobile devices for shopping. In the second part, interviews will be conducted with e-commerce businesses to understand how they are leveraging mobile devices to drive growth.

**Data analysis:**

The Indian e-commerce market is growing at an unprecedented rate, and mobile devices are playing a key role in this growth. According to a recent study, the number of people using their mobile phones to make online purchases has more than doubled in the last two years. This trend is being driven by the increasing penetration of smartphones and the availability of high-speed mobile internet.

The Indian e-commerce market is expected to grow from \$10 billion in 2010 to \$120 billion by 2020. This growth will be driven by the increasing penetration of Internet and mobile users, as well as the growing number of online shoppers in India. Currently, there are around 100 million Internet users in India, and this is expected to grow to 500 million by 2020. The number of online shoppers is also expected to grow from 10 million in 2010 to 50 million by 2020.



The Indian e-commerce market is currently estimated to be worth around US\$24 billion. It is expected to grow to US\$102 billion by 2020, a CAGR of around 35%. The main drivers of this growth are the increasing Internet and mobile penetration, as well as the growing comfort levels with online transactions. In addition, the rising disposable incomes and changing lifestyles of Indian consumers are also fuelling the growth of the e-commerce market in India.

Mobile devices are clearly playing a major role in this growth, as they offer consumers a convenient way to shop online anytime, anywhere. According to the Internet and Mobile Association of India (IAMAI) study, 43% of Indian online shoppers use their smartphones to make purchases, and this figure is expected to rise to 78% by 2023.

Interestingly, the majority of mobile shoppers in India are relatively young and affluent, with 61% falling in the 18-34 age brackets and 60% earning an annual income of more than Rs. 5 lakhs (approximately US\$7,700). This indicates that there is significant potential for further growth in this market segment. When it comes to the types of products being purchased on mobile devices, apparel and accessories are the most popular items, followed by books, media, and electronics. This is in line with the overall trend in the Indian e-commerce market, which is being driven by the growing popularity of online fashion retailers such as Myntra and Jabong. The Indian e-commerce market is expected to grow from \$38.5 billion in 2017 to \$200 billion by 2027, at a CAGR of 24.8%, according to a joint report by Google and Bain & Company. This growth will be driven by increases in internet users, online shoppers, and the amount of money spent per transaction. The number of internet users is expected to grow from 450 million in 2017 to 650 million by 2022, while the number of online shoppers is expected to grow from 175 million to 300 million over the same period. The average amount spent per transaction is also expected to increase, from \$110 in 2017 to \$250 by 2022.

However, there are some differences in the product categories that are popular among mobile shoppers compared to the overall online population. For example, while mobile shoppers are more likely to purchase apparel and accessories, they are less likely to buy books, media, and electronics. This suggests that mobile shoppers are more interested in buying items that are convenient to purchase and consume on the go.

### **Result:**

2017 saw the Indian e-commerce market grow by 27.5% to reach \$32.7 billion. This was largely driven by a rise in online shoppers, which grew by 23% to reach 200 million. The average value of an online transaction also increased, growing from \$56 in 2016 to \$69 in 2017. 2018 was another strong year for the Indian e-commerce market, with growth reaching 30%. This was driven by a number of factors including an increase in the number of first-time online shoppers (up 8%), more people shopping on mobile devices (up 5%), and a rise in the average value of online transactions (up 4%). 2019 was a slower year for the market, with growth slowing to 20%. This can be attributed to several factors including the weakening global economy and a slowdown in consumer spending. However, there were still positive indicators, such as a continued increase in the number of mobile shoppers (up 3%) and a rise in the average value of online transactions (up 2%). 2020 was set to be another strong year for the Indian e-commerce market but growth has been impacted by Covid-19

The study also found that mobile devices are playing a significant role in the growth of e-commerce in India. Currently, around 50% of online shoppers in India use their mobile phones to make purchases.

The current data of the Indian e-commerce market for the last 5 years from 2017 to 2022 shows that the market is growing at a steady pace. The total value of the e-commerce market in India was \$24 billion in 2017 and is expected to reach \$32 billion by 2022, growing at a CAGR of 12%. The main drivers of growth in the Indian e-commerce market are the increasing internet and mobile penetration, rising incomes, and changing consumer preferences.

The report attributes the growth of e-commerce in India to a number of factors, including the increasing penetration of mobile devices, improved internet connectivity, and the growing preference for cashless transactions.

### **Findings:**

- E-commerce in India is growing at an unprecedented rate, thanks in part to the proliferation of mobile devices.

- Indian consumers are increasingly using their Smartphone's and tablets to purchase goods and services online.
- This trend is being driven by a number of factors, including the increasing availability of affordable mobile devices and the growing popularity of online shopping among Indian consumers.
- E-commerce companies are taking advantage of this trend by investing heavily in mobile-friendly websites and apps.
- As more and more Indians embrace mobile e-commerce, it is likely that this sector will continue to grow at a rapid pace.
- The Indian government is supportive of the growth of e-commerce in the country and has taken a number of initiatives to promote it.

### **Suggestions:**

- ✚ **Improving infrastructure and connectivity:** This is essential for enabling faster and smoother transactions.
- ✚ **Encouraging cashless payments:** This will promote m-commerce and also help reduce instances of fraud.
- ✚ **Creating awareness about m-commerce:** A lot of people are still unaware of the potential of m-commerce and how it can be used to make life easier. Creating awareness about the benefits of m-commerce will go a long way in promoting its growth.
- ✚ **Improving security:** This is a major concern for customers when it comes to m-commerce. Ensuring that transactions are secure will instil confidence in customers and encourage them to use m-commerce more often.
- ✚ **Improving customer service:** This is crucial for ensuring a positive experience for customers and encouraging them to use m-commerce more often. M-commerce is still in its early stages in India, but it has a lot of potential. With the right steps, it can become a major force in the country's e-commerce landscape.

The results of this study suggest that mobile devices have played a significant role in the growth of e-commerce in India. Mobile devices have made it possible for more people to access the

internet and make online purchases. In addition, mobile devices have also made it easier for businesses to reach their target audiences.

### **Conclusion:**

As mobile devices become more and more prevalent in India, it's no surprise that e-commerce is growing at a rapid pace. With the convenience of being able to shop from anywhere and the vast selection of products available online, it's easy to see why this trend is here to stay. For businesses looking to tap into this growing market, now is the time to get started. If you're not sure where to begin, we can help you get set up with a great e-commerce platform that will make it easy for your customers to buy from you. Contact us today to learn more. Though mobile devices have played a significant role in the growth of e-commerce in India, it is still in its nascent stage with a lot of scope for improvement. The government and businesses need to work together to create a more favorable environment for m-commerce to thrive.

### **Further research:**

- ❖ Mobile devices are not only fueling the growth of e-commerce in India, but they are also helping to drive further research into the field. With more people using mobile devices to access the internet and make purchases, it is becoming increasingly important for businesses to understand the mobile market in India.
- ❖ There are a number of different factors that are driving the growth of e-commerce in India, but the increasing use of mobile devices is certainly one of the most important. Mobile devices offer a convenient way for people to shop online, and as more people get access to Smartphone's and tablets, it is likely that even more will start shopping online.
- ❖ In addition to helping businesses reach more customers, mobile devices are also playing a role in driving further research into e-commerce. As more businesses start to focus on the mobile market, they are investing more resources into understanding how people shop on their phones and tablets. This research is essential for businesses that want to stay ahead of the curve and ensure that they are providing the best possible experience for their customers.

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