

E-Commerce In Rajasthan

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ABSTRACT

In this developing world, technology is running on fifth gear. E-Commerce in today's world is very important for growing business. For long term survival of business, e-commerce is almost necessary. For effective and efficient working, e-commerce is required. E-Commerce has increased the reach of both sellers and buyers. Sellers can even reach to customers, where physical reach is almost impossible.

INTRODUCTION

E-commerce is becoming integral in shopping. By the end of 2025 worldwide online shopping will cross \$ 4.3 trillion and in the United States of America. Business-to-business (i.e.B2B). E-commerce it is expected to be double from \$ 1.7 trillion in 2021 to over \$ 3 trillion by 2027.

From big retailers to niche suppliers, digitalization is increasing everywhere at a rapid pace. As day by day online customers are increasing, businesses have greater opportunities to enhance their customer base and deliver personally, without interruptions.

E-commerce basically standards for electronic commerce. It is buying and selling of goods and services on internet. All kinds of sales of digital platforms are included in it whether it is on social media, mobile application or business to business transactions.

In the last years and especially after Covid-19, definition of shopping has been changed. Our way of shopping has been revolutionized. Now shopping is just not restrained in visiting stores, selecting the goods, get the billing procedure done and bring goods home.

In some times special trips for shopping were planned for travelling some hours, now it is replaced with the shopping in seconds, just with internet. Now-a-days customer's shopping starts from comparing things online, checking reviews, rates, feedbacks from previous users and ends with personalized delivery and may with giving feedback also.

Large retailers benefited a lot, because of this E-commerce boost, specifically those who were investing a lot in this sector from many years to increase their customer base and market span. But the businesses who are still using offline methods of trading are facing challenges. McKinsey analyzed the sector, as per which small and medium retailers (having revenue less than \$ 5 billion annually), manufacturers of brands like consumer-packaged

goods (CPG) and apparel companies, are earning less through E-commerce as compared to large retailers, experiencing great in this sector. Day-by-day new businesses are trying to enter in this sector. It can also be seen opportunities of E-commerce sector is big for small enterprises and medium enterprises specifically in the era of Gen AI. Social commerce is where potential buyers are engaged with brands, explore items and buy on social media apps. It has reflected a great shift the way of customers interacting with brands instead of roaming on websites of brands (or visiting stores of brand). Customer's interaction with brands is increasing day-by-day on social media apps. Brands are leaning in this social commerce interactions, their way of promotion is here different, as compared to traditional advertisements. It may include sponsored advertisements; influencer marketing, now-a-days influencer videos are becoming more common, through which customers can directly buy.

In 2016, Alibaba founded live-commerce. It as a social commerce format. Live commerce has enabled live product purchasing and live interaction in customer and seller.

E-commerce helps retailers to work effectively and efficiently.

It becomes difficult for small companies to grow and survive in long run, therefore gets trapped into scammers' trick. Only about 24% of new business launched, have become large scale enterprises in the past ten years.

SUMMARY OF PRIOR WORK

Covid-19 can be said as partition of e-commerce status in the whole world. Earlier studies did not show that greater importance of e-commerce from comparison of earlier data, e-commerce has shown great growth. Earlier AI and AR were not that much developed. Also literacy and skills in people for running technological appliances is increasing. But

because of increasing screen timings, adverse effects on health can also be seen.

RESEARCH METHODOLOGY

Research Methodology

In this study, firstly detailed study of Economy of Rajasthan has been collected. Youth and their parents will be surveyed and questions will be asked from them to know the detailed current position of Youth of North- Western region of Rajasthan.

Newspapers, Magazines, Journals, Search Engines, etc. has also been used to collect information. Different health reports of youth will also be studied.

Research Design

Research Design is the framework of research methods and techniques chosen to conduct a study. The design allows to sharpen the research methods suitable for the subject matter and set up studies for success.

Current Research Design is a Non- Experimental Descriptive Research Design.

Research Setting

This term is used for the location, where research is conducted. This Research has been conducted on some youths taken as sample from Ganganagar, Lalgah, Surtgarh, Hanumangarh, Sadulshahar, Sangaria, Bikaner, Jaisalmer and Barmer.

Sampling Technique

Sampling Technique means way of selecting sample (youth) on which experiment will be done or here survey? questionnaire, interview etc.

In this Research, Non-Probability Sampling Technique has been used to pick out the youth for experiment.

IMPORTANCE OF RESEARCH WORK:

Research on adoption of E-commerce practices on youth is significant, as it helps in understanding how this dominant demography is interacting with and adopting online shopping, effecting strategies of businesses in future and trends of economy. Further, the research helps in identification of hurdles and facilitation of adaptation of E-commerce that leads to effective and efficient marketing and Government action, thus eventually helping in economic growth and development.

1. Encompassing Customers Conduct

2. Economic Growth and Development

RESEARCH OBJECTIVES

Research Objectives are very important as it helps the researcher to work on executed project in right direction, it helps us about the result which we are searching for? In the said research, objectives of

research are as follows:-

- (i) **To study the Economical background of Rajasthan:-** The objective of this study is to analyze the economic background of Rajasthan, how efficient Rajasthan Economy is. This research will help to understand the Economic condition of Rajasthan and its population.
- (ii) **To study the Position of E-commerce in Rajasthan:-** This research helps to analyze the Position of E-commerce in Rajasthan. At what stage, usage of E-commerce has reached. Proper Infrastructure accessibility, technology is there or not. Facilities are fully developed or advanced.
- (iii) **To study the problems faced by different parties, individuals, businesses, organizations, sellers, buyers etc. due to adoption of E-commerce :-** Due to adoption of E-commerce, there are several problems faced by different parties, like mainly lack of interaction between parties, lack of security, lack of trusts, online scams, cyber-crimes, physical verification of objects, increase in competition, accessibility, technology skills and knowledge, digitalization, lack of infrastructure etc., research objective is to analyze these problems.
- (iv) **To study different Government Schemes provided to promote E-commerce in Rajasthan:-** The objective of this study is to analyze the different Government Schemes, provided in this sector, to overcome the hurdles coming in the path of digitalization.
- (v) **To suggest safety and measures that should be adopted by users of E-commerce:-** This study helps to analyze the safety and security measures, that should be followed by the users to work digitally.

SAMPLE

Samples of 400 youths were taken from different villages and cities of North Western Region of Rajasthan

HYPOTHESIS

Hypothesis is what we assume, than an experiment or research is done to test that, our assumption is true.

H1 : There is significant difference between adoption of E-commerce and economy.

H2 : There is significant difference between adoption of E-commerce and sellers point of view.

H3 : There is significant difference between adoption of E-commerce and consumers point of view.

SUGGESTIONS FOR FURTHER RESEARCH

Research in future should focus on social media effects on youth, personal experience, latest technology Artificial intelligence produce. Accounting online safety, security and primary of transactions, privacy of data. Experiencing the feedbacks of experience of online shopping relating to price, product quality availability etc.

Step Guide for Building a Great Company-by Steve Blank and Bob Dorf.

CONCLUSION

Adoption of E-commerce by youth is increasing in every sector. Government also wants to promote digitalization therefore working to provide facilities and infrastructure in this field, but still there are some safety related hurdles and barriers that are disturbing the growth of E-commerce.

SALIENT FUNDINGS / DISCUSSION

As Internet is developing E-commerce and buying and selling of goods and services are transforming. Sellers are rotating towards online platforms to push up their sales by removing geographical limits. Different concepts and performance analysis for production and selling and buying are given by Economist and statisticians help them to improve their performance.

SIGNIFICANCE OF PRESENT WORK

Present Research work is done to analyze that how much percentage of youth of Northern Western of Rajasthan has adopted, E-commerce and digitalization, what is the effect of this on their personal and professional life, what are the advantages and disadvantages, what are their hurdles and barriers in this direction, what are Government schemes and policies in this direction what are the future planning's to overcome these barriers.

REFERENCES**Books**

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2. **Dot Com Secrets:** The Underground Playbook for Growing Your Company Online- by Russell Brunson
3. **Don't Make Me Think, Revisited:** A Common Sense Approach to Web Usability- by Steve Krug
4. **One Click:** Jeff Bezos and the Rise of Amazon.Com-by Richard L. Brandt
5. **The 1- Page Marketing Plan:** Get New Customers , Make More Money And Stand Out From the Crowd-by Allan Dib
6. **Launch:** An Internet Millionaire's Secret Formula to Sell Almost Anything Online, Build a Business You Love, and Live the Life of Your Dreams-by Jeff Walker.
7. **The Startup Owner's Manual:** The Step-by-