



## **E -COMMERCE: CHALLENGES, FUTURE SCOPE AND FEATURES OF E-COMMERCE IN INDIA**

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**Abstract**

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*E-Commerce is a boom in the modern business E-Commerce means electronic Commerce involves buying and selling of goods and services are the transmitting of funds or data over and electronic network predominantly the internet*

*E-commerce (electronic Commerce) paradigm shift influence both marketers and the customers rather E-Commerce is more than just another way to boost the existing business practices it is leading a complete change in traditional way of doing business this significant change in business model is witnessing a tremendous growth around the globe and India it is not an exception the massive internet as added to growth as added to growth of e-commerce and more particularly startups have been increasingly using this option as a differentiating business model.*

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### **Introduction to e-commerce**

E-Commerce change the way people buy and sell goods and services around the world with the help of internet digital payments and new technology it has made shopping easier faster and more convenient businesses can reach more customer reduce cost and provide personalized services well customers enjoy the comfort of shopping anytime and anywhere.

An E-Commerce significant influence on the environmental the model is highly used in current businesses scenario but the option has not been explored at its fullest.

Electronic Commerce is the buying and selling of goods and services or the transferring of funds or data over electronic network primarily the internet. E-Commerce included various types as business to business business to customer customer to customer or customer to business.

E-Commerce is nothing but trading of goods services information or anything between two entities over the internet

E-Commerce defined as the use of internet and other online services to be engaged in buying and selling of digital and non digital products and services which require digital transportation or physical transportation.

### **Challenges of e-commerce**

Growing competition

Increased customer expectations

Insufficient customer engagement

Low conversion rates

poor customer retention strategy

Complicated process of product written and refund

Limited scalability options

Shopping card abandonment

#### 1) Growing competition

At present days e-commerce entrepreneurs facing growing competition problem entrepreneurs take more time to stand out from the other competitors and farming various strategic planning and creative thinking technical to complete with the other entities

#### 2) increased customer expectations

Now a day's customer expectations increase so many option available online customers expect more from their shopping experience then even before

#### 3) Un sufficient customer engagement

Other one challenges in customer engagement most of all the customer activity engaged in buy and also bargaining option is available in offline but this facilities are not available in e shopping so comparatively in sufficient customer engagement in e-shopping.

#### 4) Low conversion rates

One of the biggest challenges of e-commerce is the low conversion rate in e-shopping or E-Commerce there is no option of convincing visitors to purchase something but offline mode there is a chances of convincing visitors to purchase something from store is one of the biggest challenges of e-commerce.

#### 5) Poor customer retention strategy

In a shopping there is no proper customer retention strategy but in offline store retaining customer inverse creating well thought plan and give proper reason return to the product.

6) Complicated process of product return and refund

In e-commerce sometimes difficult to keep track of all the returns refunds and exchange that customer make on their purchases very difficult to difficult to formation product return and refund and it takes more time and risk.

7) limited scalability options

Scalability is one of the most essential factors for E-Commerce success E-Commerce saving a more scalability in helpful to have a solid plan on how your business will grow up without sacrificing quality or customer satisfaction.

8) Shopping Cart abandonment

The on time shoppers abandon their online carts resulting in lost revenue for companies because of the shoppers lack of trust shipping fields or complicated online process shopping card abandonment is the most common challenges of e-shopping.

**Future scope of e-commerce in India**

1) Rapid growth

In future the E-Commerce rapidly growing when compared to present because various strategies techniques, models adopted each year India's e-commerce market will reach rs 300 rs 200 billion by 2030 growing around 18% to 21% each year

2) Mobile shopping

Most of all the top people, officials prefer Smartphone to shop online

Most purchases happen on Smartphone making mobile Commerce the top way peoples of online.

3) Rural expansion

Now a day's online shopping expanding small towns and villages in future the rate of rural expansion will be going to increase rapidly.

More people from small towns and villages shopping online expanding the market far beyond big cities.

4) Digital payments

Most of the shoppers prefer online shopping because quickly payments like UPI and safe and quick digital payments like you pair posting online shopping by making transactions easy for everyone.

5) Quick delivery

First delivery models like e commerce now offer essential within 30 minutes meeting the demand for speedy service.

Minimum time period the product safely reaches to the customers without any risk and take more time.

#### 6) Personalized shopping

E-Commerce providing opportunity to shoppers as per customers taste and preferences offer products to customers.

Intelligence and data tool self website us offer products and deals based on each customer's preferences.

#### 7) Social media influence

Now a day's social media users see their products through Instagram, Facebook and WhatsApp so customer shopping directly through Instagram, Facebook and WhatsApp is growing rapidly no need to visit particular shopping site or app turning social networks into market places.

#### 8) Global reach

Indian are listing products on global platforms, small businesses to sell to customers in other countries.

The e-shopping easily reaches the other countries.

Which of these trends shows e commerce in India will become even bigger, more convenient, and reach more people creating new chances for businesses and better shopping for everyone.

### **Features of e commerce**

#### 1. Mobile-First Shopping Experience

Almost all online stores are optimized for smartphones, allowing users to shop easily from mobile devices. Mobile apps and user-friendly websites make browsing and buying quick and simple.

#### 2. Secure and Digital Payments

Secure gateways support payments through UPI, digital wallets, cards, and "Buy Now, Pay Later" options. UPI is the most popular method, allowing instant and safe money transfers for online orders

#### 3. AI Personalization

Artificial Intelligence offers product suggestions, dynamic discounts, and smart chat support, making shopping more personal. Chat bots are commonly used to answer questions and help customers at any time

#### 4. Social Commerce

Shopping through social media platforms and WhatsApp is very popular, with catalogs and payments happening within those apps. Many platforms support local languages for easier shopping in Tier 2 and Tier 3 cities.

#### 5. Quick Commerce and Fast Delivery

Faster delivery options, sometimes within a few hours, are available even in smaller cities.

Real-time inventory tracking ensures that products shown as available are actually in stock.

#### 6. Omnichannel Integration

Customers can shop both online and offline, picking up items from stores or getting them delivered. Retailers use both their websites and physical stores to serve buyers better.

#### 7. Marketing, Loyalty, and Support

Short videos, marketing campaigns, and influencer shopping are used to attract new customers.

Loyalty programs, easy returns, and customer support through email or chat help retain shoppers.

#### 8. Data Privacy & Security

Platforms focus on protecting customer data and secure transactions to build trust. Sustainability and Ethical Shopping More customers now look for eco-friendly brands and ethical products.

In summary, e-commerce in India today means fast, secure, and personalized online shopping with a strong focus on mobile users, regional languages, and support across digital payments and social apps.

#### **Conclusion :**

The growth in e-commerce has some negative social consequences. E-Commerce has resulted in society oriented approach. E-Commerce Transformers interact offering convenience, speed, and global reach. Finally over coming these challenges will not only strengthen E commerce platform but also build long term trust and loyalty among customers.

E-Commerce continuous to redefine the Global business landscape by enabling seamless transactions and expanding market opportunities. Never the less it faces persistent challenges related to cyber security, supply chain efficiency, technological adoption, and customer trust. By productivity mitigating these challenges E-Commerce cannot only sustain its rapid growth but also faster and more secure, inclusive, and resilient digital economy.

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