

# E-Commerce and Entrepreneurship (E&E)

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## Abstract

In today's context, there is a tremendous growth in online technology and there is a major shift in cost, speed, and size. The cost is reduced, speed has increased, and the size has decreased from mainframe computers to hand held devices. This article helps in understanding how this change has improved the usage of technology and the growth of innovative online applications by helping the growth of e-commerce.

Various companies have grown across the globe that use online technologies like Amazon, Flipkart, Ola, Uber, Swiggy, Trivago etc. This paper also focuses on these companies and how they were able to use online technologies.

**Keywords :** E-Commerce, entrepreneurship

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## Introduction

The internet has given power to even the most common people in society to express their opinion/ideas/perspective, and share them with the world. Any thought generated can be shared across the globe with the help of internet and it can be used as an idea for doing business in the form of e-commerce.

## The World of Internet

The internet has changed the way businesses were done earlier. It was push type markets where the producer produces the product, and pushed it into the market. The consumer had to choose the product from the available lot, but now because of internet the word mass customization has become familiar. Producers have to produce products depending on the requirement of consumers. Goods depending on customer requirements are available online. The customer can design as per his choice, for example, Nike.com where customers can design their own shoes by selecting colour, size, purpose etc.

In the digital age, people have the benefit of obtaining products at their doorsteps, for example, websites like Swiggy and Zomato are able to deliver food at the the doorsteps of customers. It has become easy for entrepreneurs to start online business in different areas like shopping, entertainment, travel and tourism, gaming, social networking, real estate etc. The internet also helps with an online platform to buy and sell, and also helps the seller to sell across borders by increasing the customer base.

## Objectives of the Study

The following were the objectives :

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- ↵ To understand the role of internet in developing entrepreneurship
- ↵ To study the areas for developing entrepreneurship
- ↵ To understand the market share

## **Data Collection**

The sources of data were primary and secondary. The primary data were collected through respondents directly and secondary data were collected through online resources. The data were collected through online resources, that is, mainly from secondary data.

## **E-Commerce and Internet**

Internet helps in developing entrepreneurship by expanding businesses through e-commerce. Traditional companies are focussing on shifting to online ones. There are two categories of e-commerce companies :

- (1) Partial e-commerce
- (2) Pure e-commerce

In partial e-commerce companies, there is presence of physical and online platform, for example, companies like Amazon, Flipkart etc. Orders for products are taken online and the product is delivered offline because it is a physical product. Product delivery is physical, whereas the order process is online.

Entrepreneurs can focus on these kinds of businesses where the amount of investment is less. The customer reach is high, and there is a chance for global presence for an e-business to pursue a dream of balancing professional goals with personal freedom at a pace you can live with. The benefits of e-business are enormous as given below :

- ↵ Money can be saved on transactions
- ↵ Faster communication and better decisions
- ↵ Location across the globe
- ↵ The cost of marketing is less
- ↵ 24/7 availability
- ↵ The customer base is not limited

## **Areas of Entrepreneurship**

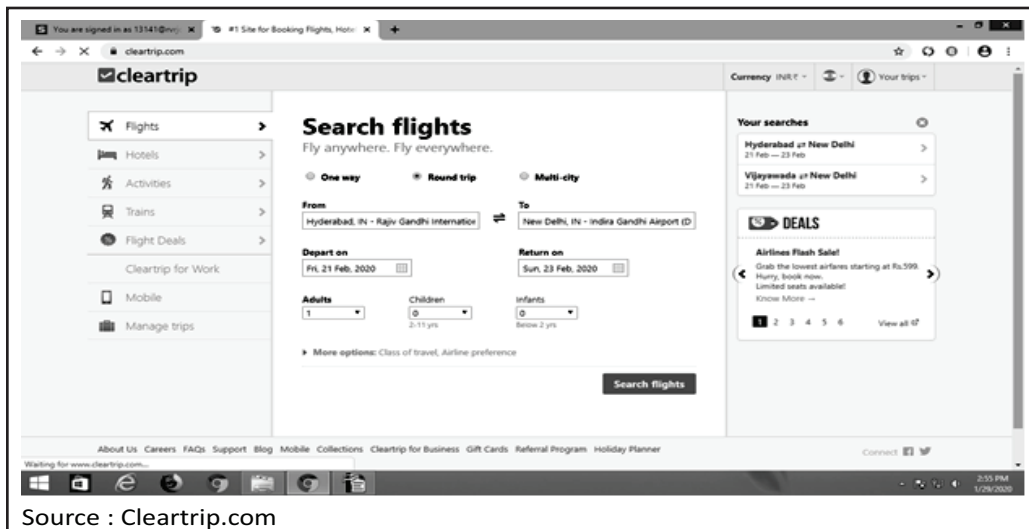
There are various areas for an entrepreneur to explore. These are discussed below :

- ↵ Travel and tourism
- ↵ Restaurants
- ↵ Online markets

Apart from these areas, there are also other areas also but the research is limited only to these areas.

## **Travel and Tourism**

There are numerous online websites in this area across the globe. Few of them are cleartrip.com, travelocity.com, bookings.com etc., and entrepreneurs can start business in these areas.



Source : Cleartrip.com

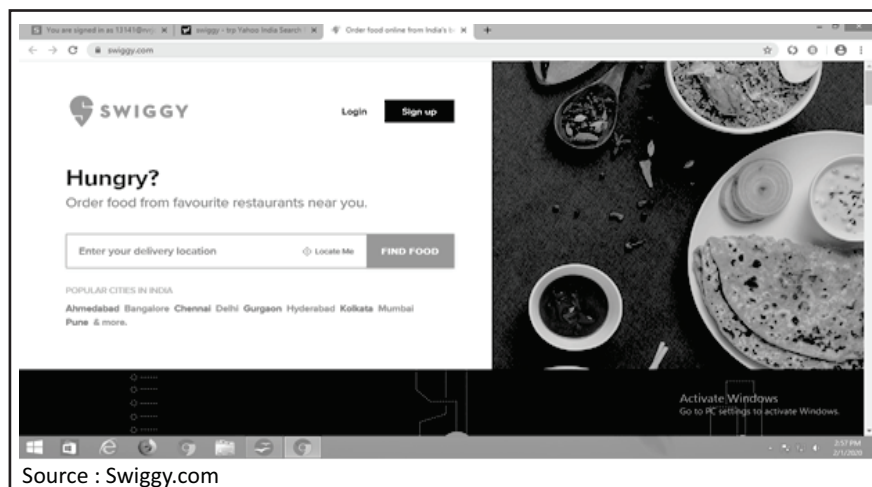
**Figure 1. Illustration of Online Tourism – Cleartrip.com**

Online travel market is estimated to garner \$1,091 billion by 2022. Online travel providers aim to ease travel planning and bookings for travelers. The online market is driven by quick and convenient dates, and comparison of prices of hotel and flight bookings. Lower prices than offline due to bargain made by online service providers for offering to bulk customers, to businesses, and providing incentives like breakfast, airport dropping etc. has made online travel markets more attractive than traditional markets.

Based on the type of platform, the market is bifurcated into mobile and desktop. The different service types include transportation, travel accommodation, and vacation packages. Key age groups of the market are 22–31, 32–43, 44–56, and greater than 56. The market is further analyzed across geographical regions, namely, North America (U.S., Canada, and Mexico), Europe (UK, Germany, France, and rest of Europe), Asia-Pacific (India, China, Japan, and rest of Asia-Pacific), and LAMEA (Latin America, Middle East, and Africa) (Allied Market Research, n.d.).

## Online Restaurant

Online restaurants provide superfast delivery for food delivered fresh and on time. Restaurants in your pocket order from your favorite restaurants and track on the go with the all new online restaurants. The example is Swiggy.



Source : Swiggy.com

**Figure 2. Illustration of Online Restaurant – Swiggy**

According to the latest report by IMARC Group, the online food delivery market reached a value of US \$ 84.6 Billion in 2018 (Finances Online, n.d.). Online food delivery is a service which enables customers to purchase food online using a website or application. These platforms register and uphold accounts to make frequent ordering of food more convenient. Generally, a customer can choose the type of food, restaurant, area, and the mode of cash payment. The customer can opt for cash on delivery. Some websites also offer the recipe a customer can choose and can order. The delivery is done within an hour. These kinds of facilities have helped the growth of online restaurants (Allied Market Research, n.d.).

The key players in the industry have been relying on partnerships and acquisitions as the prominent strategies to help boost their growth in the market. The online food delivery market is also supplemented by growth in mobile phone dependency. However, unwillingness of big food outlets to adopt this system along with the potential technical and infrastructural issues hinder the growth of this market. Moreover, too much competition and lack of loyal customers also acts as a threat to this market. Technological breakthroughs and infrastructural improvements, especially in the emerging nations are expected to drive the growth of the market in the future.

## Online Shopping

Online shopping has transformed the way online businesses are being done with the entry of major players like Amazon, Flipkart, and other websites. There is tremendous growth in online shopping. Many of these global players are offering discounts on various festivals and during various seasons, thereby attracting shoppers.

Online retail sales in India are expected to grow by 31% to touch US \$ 32.70 billion in 2018. During 2018, electronics is currently the biggest contributor to online retail sales in India with a share of 48%, followed closely by apparel at 29% led by Flipkart, Amazon India, and Paytm Mall. During April-June, 2019, smartphone shipment in India grew 9.9% year-on-year to 36.9 million shipments. It is expected to reach 160 million in 2019.

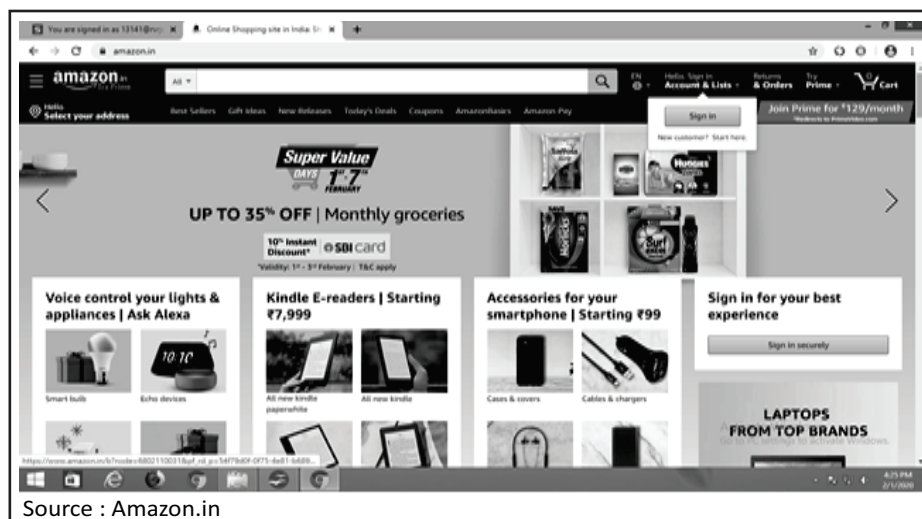


Figure 3. Illustration Online Shopping – Amazon

## Conclusion

Keeping in mind the market size, growth rate, and the wide variety of sectors, online markets are offering what can be understood as a major thrust areas for entrepreneurs. Focusing on these areas in online businesses can change the way of doing business. Traditional businesses will be blown to bits if they don't consider online businesses and shift their focus to either partial or pure e-commerce. Entrepreneurs have a lot of potential to start their businesses in these areas

and add new technologies like machine learning, deep learning, artificial intelligence etc. to these online businesses for attracting customers.

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Amazon.in

Cleartrip.com

Swiggy.com

### About the Author

**Dr. K. Suryanarayana** is Associate Professor, Department of Management Sciences, R. V. R & J. C. College of Engineering. He has guided online projects for students of business while working as faculty at College of Technology, Director General of Technical Education, Ministry of Manpower, Oman from 2004–2013 and joined this institution as Associate Professor. Earlier he was working as faculty in the same organization from 1997–2004.