



## BLOOMING BUSINESS IN TECH SAVVY NATION – AN INDIAN PERSPECTIVE WITH SPECIAL REFERENCE TO NAVI MUMBAI.

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### Abstracts:

India is known as one of the tech-savvy nations in today's business world. A common man in India had successfully inculcated the digital revolution and could cope up with the ever-changing technology even in their day-to-day lives. Nowadays, just from the level of a tea stall or a vegetable vendor to the level of a corporate business house, almost everyone is not only familiar with the term 'E - Business' but also are using this system as a part of our day-to-day lives. The transformation of business into an 'E-Business' has played a vital role in speeding up the business transactions by locational convenience, saving time and energy and money to visit the stores, easy and quick payments by using online payment systems, easy return facilities, discounts, EMI facilities, availability of a wide variety of products at your fingertip, etc. The distance between the business and a consumer has narrowed down upto one click.

In this research paper, an attempt has been made to study the different aspects of the gradual changes in Indian society due to E-Business practices, with special reference to Navi Mumbai region.

**Key Words:** E-Business, Technology, Digital revolution, Online shopping

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### Introduction:

The digital India programme which has been launched in July 2015 has given many benefits to the Indian society at large. It made the communication faster, it connected the people from one corner of the world to the people in another corner. It made most of the functions in daily life of a common man online, such as using social media platforms for communication, watching videos or TV shows or movies online, online shopping, online banking, mobile applications for online payments, online ticket booking for travelling, mobile-app based cab services, ordering food online, e-learning platforms and many more. Finding out suitable jobs and even finding out a life partner have also become an online business nowadays. Many functions that could have earlier been performed using a computer have now come at our fingertip with the use of smartphones along with the cheaper internet services. The benefits of this digital India programme have been realized by the Indian people even in crucial



time like COVID-19 pandemic followed by lockdown, when ‘work-from-home’ culture became the need of an hour.

#### Review of Literature:

1. Ashok Panigrahi, Ranjan Upadhyaya, Dr. P. P. Raichurkar included in their paper, 2016 “The e-commerce market in India has grown by 34 percent in the last seven years, was about USD 600 million in 2011-12 and is expected to touch USD 9 billion by 2016 and USD 70 billion by 2020.”
2. IBEF Report, June 2022, “E-commerce has transformed the way business is done in India. The Indian E-commerce market is expected to grow to US\$ 188 billion by 2025 from US\$ 46.2 billion as of 2020. By 2030, it is expected to reach US\$ 350 billion. India’s e-commerce market is expected to reach US\$ 111 billion by 2024 and US\$ 200 billion by 2026.”
3. Lakshmi S. in her research paper (2016) includes that the customers show different buying behaviours because it is influenced by many different factors such as their salary, age, gender, culture, references received from family or relations, etc.
4. Priyanka T. and B. Sudha included the issue of cyber security in their paper “E-Commerce in India – Challenges and Opportunities” (November 2019) that while using e-commerce Indian people face many problems due to a weak cyber security law. If cyber security is established and if the essential factors are effectively implemented, then the people would not have the fear of online frauds and they would use it more, resulting in bright future of e-commerce in India in upcoming years.

#### Research Objectives:

1. To study the digital revolution in India in recent years
2. To study the impact of increase in e-business on the people in Navi Mumbai
3. To study which online services on E-Commerce platform are used by the people in Navi Mumbai

#### Research Methodology:

##### Sources of Data:

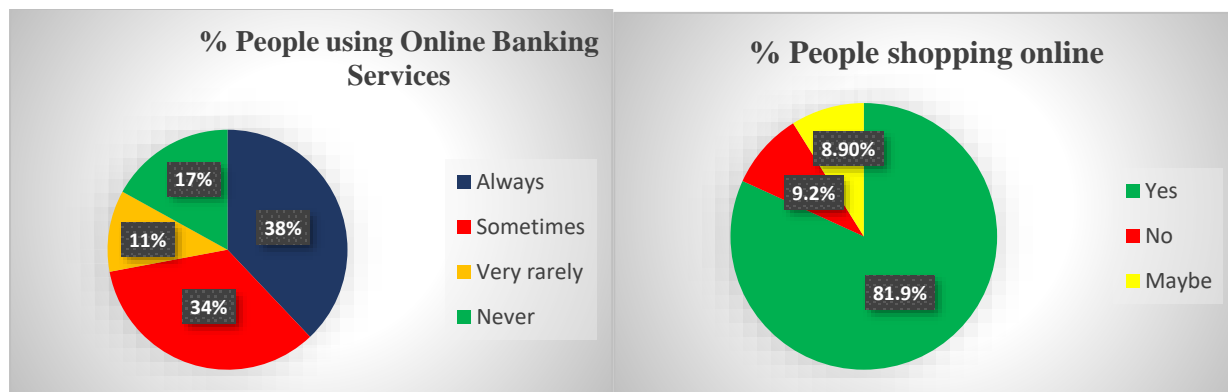
The researchers have used both primary and secondary data. Primary data have been collected by way of online survey from among the people in Navi Mumbai and the secondary data is taken from newspapers, research papers and articles, magazines, journals and various websites on internet.

##### Data Analysis and Interpretation:

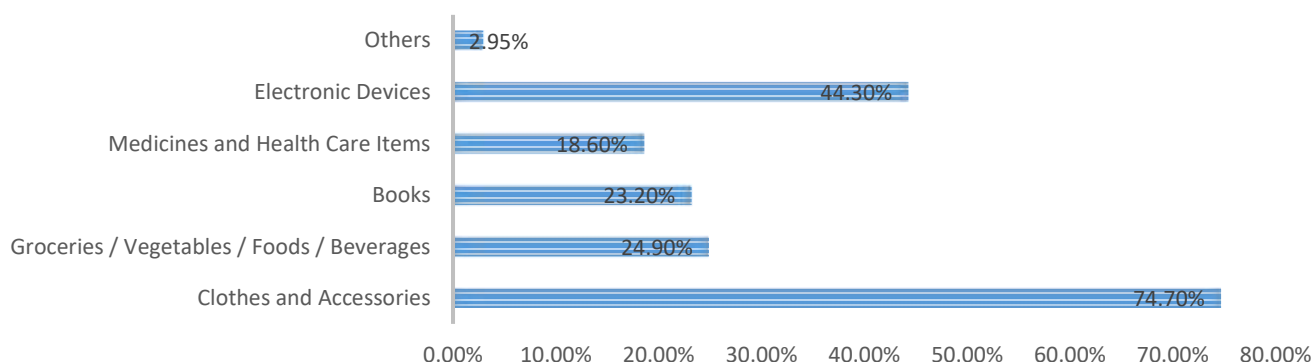
An online survey has been conducted to collect primary data from 237 respondents from Navi Mumbai region and it has been analysed.

##### Observations and Findings:

- Out of the 237 respondents, 37.6% are in the age of 20 years or below, 40.5% are between 21 – 40 years, 19% are between 41 – 60 years and remaining 2.9% are above the age of 60 years.
- 48.5% respondents are the students, 42.6% are the working professionals and 8.9% are the retired, housewives, etc.
- Chart 1 below shows the percentage of the respondents using online banking services and Chart 2 shows that 81.9% of the respondents use online shopping sites and 9.2% not shopping online whereas 8.9% of the respondents may sometimes be using online mode of shopping.



### What do people prefer to buy online?



- Chart 3 above shows the preferences of the respondents for what to buy online. Clothes and other accessories are popular among the online buyers and are preferred by 74.4% of the respondents to buy online, followed by the Electronic Devices that are preferred by 44.3% of the respondents, mainly because of the attractive discounts, easy return policies, festive season offers, etc. to which the people get easily attracted to.
- Groceries, vegetables and other food items are preferred to buy online by 24.9% of the respondents, followed by Books by 23.2% and Medicines and other Health Care Items by 18.6%.
- 85.2% of the respondents are aware about the e-learning platforms or educational apps being used in India, 9.3% are not aware of it and 5.5% might sometimes have known a little about it.
- 63.7% of the respondents are aware and using online ticket booking systems for travelling purpose regularly, 21.9% do not use it whereas 14.4% use it sometimes.
- 56.5% of the respondents are aware and using app-based taxi services for travelling purpose regularly, 27.4% do not use it whereas 16.1% use it sometimes.
- 77.6% of the respondents are aware and making online payments using UPI or mobile wallet.
- 69.2% of the respondents are aware of professional websites like naukri.com or LinkedIn.
- 65% of the respondents are aware and using online platforms for entertainment.



- 48.5% of the respondents are aware of remote technical support to solve common technical issues online.
- 64.6% of the respondents are aware of e-filing of income tax returns and searching data from Government records such as land records, 7/12 extracts, etc. online or online registration of various documents.
- 72.6% of the respondents think that COVID – 19 pandemic followed by lockdown in the country has played a vital role in increase in e-business in India, while 12.2% disagree with it and 15.2% are neutral about it.

**Conclusion:**

- Young people who are still in the learning phase and the working professionals are more adaptive to the digital revolution. They are more Tech – savvy and they prefer using e-commerce more, as compared to retired people or housewives.
- Many people in the age group of 60 years and above visit the branch for certain banking services as they are not much familiar with the online banking facilities, or they have a fear of being a victim of online frauds, whereas the people below the age of 60 years who are in working or learning phase easily and regularly use online banking services due to more familiarity with technology, ability to quickly learn new technology, and mainly because they have a time constraint.
- Young people are much familiar with online shopping, online payments, online education, online bookings of tickets / cabs / hotels, etc. online trading in stock market, online registration of various documents, searching any data online, etc. as compared to elderly people.
- E-business has considerably increased in India during Covid-19 followed by lockdown in the country. 'Work-from-home' culture became new normal in India which compelled many people to learn to use new technology or new software.

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