



E-Commerce in India: An Overview

Dr. Lora Aptaprava

Former, Assistant Professor, Mayurbhanj Law College, Takatpur, Baripada, Odisha

Abstract-- The exposure of e-commerce marks a revolutionary shift in the way traditional business is conducted, and it goes far beyond the concept of merely improving existing business practices. This study aims to explore the current state of the retail industry while analysing key trends shaping the sector. It also examines the essential elements for a successful business model. Electronic commerce, also known as e-commerce, refers to the conduct of business over the Internet and digital technologies, such as Electronic Data Interchange (EDI). Broadly speaking, e-commerce involves the purchase of goods or services online, often through dedicated websites that offer digital carts and facilitate payments via credit card, debit card, or electronic funds transfer (EFT). In the 21st century, more professional e-commerce platforms have emerged, and social media has also begun to offer e-commerce functionality. The widespread use of broadband internet and the development of mobile technology have spread the growth of e-commerce.

Currently, e-commerce covers a variety of online business activities and has become an important part of the global economy. Looking to the future, sustainability and ethical shopping in e-commerce will continue to evolve with technological advancements, regulatory changes, and shifting consumer expectations. Companies that integrate sustainability into their core values, adopt transparent practices, and empower consumers to make ethical decisions will be well-positioned to thrive in an increasingly socially and environmentally aware marketplace. As consumer awareness grows, sustainability and moral thoughts will play a more prominent role in determining the e-commerce sector, driving positive global change.

Keywords-- E- Commerce, Social Media, Transparency, Legal Protection

I. INTRODUCTION

The term e-commerce ensures various activities, including online shopping and electronic financial transactions, involving the buying and selling of goods and services through digital platforms. With the advancement of digital technology, consumer protection has become more complex, necessitating changes to the existing regulatory framework. Ancient consumer protection rules were originally designed for brick-and-mortar businesses and

sometimes fail to adequately address the specific challenges posed by digital transactions. The major factor behind the rise of social commerce is its ability to leverage social influence. Consumers increasingly rely on peer recommendations, user-generated content (UGC), and influencer endorsements when making purchasing decisions. The platform like social media, motivates this process by allowing users to discover products through shared content, sponsored posts, and collaborations with influencers. Influencers have large, loyal followings and play a vital role in authentically promoting products and driving engagement through compelling storytelling and product demonstrations.¹

Technological advancements play a vital role in e-commerce, with more and more companies adopting digital tools and platforms to automate ordering processes, manage inventory, and track goods in real-time. E-procurement systems and enterprise resource planning (ERP) solutions are often used to integrate various business functions and ensure smooth and efficient transaction processes. The volume of e-commerce transactions in India is growing rapidly and is expected to increase significantly in the coming years. Since these transactions occur between online platforms and consumers worldwide, it is crucial to examine the laws that safeguard the interests of consumers in the digital space. Additionally, concerns such as security, privacy, warranties, and customer service, e-commerce laws play a critical role in ensuring that shoppers are confident in their choices when making purchases. The vital factor is to explore the key factors that influence consumer trust and confidence, thus contributing to the current debate on consumer protection and consumer protection. Consumer protection is a key concept in modern economics. It refers to the legal frameworks and practices that protect consumers' rights, interests, and benefits in commercial transactions.

II. REVIEW OF LITERATURE

Goldsmith, E., & McGregor, S. L. (2000) The author examines the impact of e-commerce on consumers, public policy, business, and education.²

¹ Chawla, N., & Kumar, B. (2022). E-commerce and consumer protection in India: the emerging trend. *Journal of Business Ethics*, 180(2), 581-604.

² Balasubramanian, D. (2022). E-commerce and Consumer Protection. *Journal of Legal Studies & Research*, 8(3), 120-124.

Academics and students alike should keep abreast of new developments in the field and contribute to the public debate on the broader impact of e-commerce. Public policy measures, research questions, and ideas for future research are discussed.

Sugianto, et al. (2022) : Implementing consumer protection regulations in e-commerce aims to strengthen transaction security and protect the interests of consumers, thereby promoting the growth of Indonesia's digital economy. However, the current legal framework is insufficient to manage cross-border e-commerce transactions. Because e-commerce transcends national borders, Indonesian consumer protection laws are often insufficient in such cases. This study uses a normative legal research approach, analysing legal provisions to explore these issues.

Meskie et al. (2022): The writer observes examines the challenges consumers face when engaging in e-commerce transactions with international companies. To address the increasing significance of e-commerce, many nations have introduced data protection and consumer protection laws while also mandating e-commerce companies to register. Despite these measures, businesses have found ways to bypass consumer protection laws by embedding clauses in their terms and conditions that require consumers to accept foreign courts and laws. By simply agreeing to these terms with a click, consumers may unknowingly waive the legal safeguards provided by their home jurisdiction.

Chasan et al. (2022, November): The author says due to the unique characteristics of e-commerce, the risk of violation of consumer rights is significant. It is therefore necessary to ensure legal protection for consumers in this area. Section 8 of the Consumer Protection Act 1999 provides this protection. The research method used is a descriptive research method. Data is collected through bibliographic research, library research, etc., and through qualitative logical-deductive analysis. The method used in this study is in accordance with the legal norms. The legal framework for e-commerce aims to provide the necessary certainty in transactions and protect consumers to support the growth of the digital economy in Indonesia. Consumers face greater risks in e-commerce than merchants or businesses. In other words, consumers' rights and interests in e-commerce are very fragile,³ which places them in a very weak position. Existing consumer protection rules do not protect consumers.

E-commerce in Indonesia. E-commerce no longer has national borders, so laws in individual countries (such as Indonesia) are insufficient, as e-commerce operates across borders (borders).

III. TYPES OF E-COMMERCE

Business-to-Business (B2B):

E-commerce involves transactions between businesses, not between businesses and individual consumers. This model is characterized by large purchasing volumes and stable, long-term relationships between buyers and sellers, and typically involves complex negotiations and contracts. One of the key trends in B2B e-commerce is the shift toward a more personalized and customer-centric approach. Similar to B2C buyers, B2B buyers now expect personalized experiences, tailored recommendations, and user-friendly interfaces. E-commerce platforms leverage artificial intelligence and machine learning to analyse purchasing behaviour and preferences, providing customized solutions to meet their customers' specific business needs.

Consumer-to-Consumer (C2C):

Consumer-to-consumer (C2C) e-commerce facilitates direct transactions between individual consumers, typically through a third-party platform that provides a marketplace for buyers and sellers. Consumers can find unique, hard-to-find items, as well as vintage and pre-owned products that may not be available in regular stores. This model promotes sustainable development by enabling the reuse and recycling of goods, reducing waste, and extending the life cycle of products. The potential for fraud and scams is a major concern, as individuals may provide false information about a product or fail to deliver the product after payment has been made. Ensuring the quality and authenticity of goods can also be problematic due to the lack of a formal quality control process. Additionally, since platforms often have limited involvement in actual transactions, customer service issues can arise.

Business-to-Consumer (B2C)

Business-to-Consumer (B2C) e-commerce is the most well-known and widely used online transaction model, in which companies sell goods or services directly to individual consumers. This model has transformed the retail industry while providing unique convenience and accessibility, allowing consumers to shop anytime, anywhere.

education. *Journal of Consumer Studies & Home Economics*, 24(2), 124-127.

³ Goldsmith, E., & McGregor, S. L. (2000). E-commerce: consumer protection issues and implications for research and



Prime examples of B2C e-commerce include online retailers such as Amazon, eBay, and Alibaba, as well as service platforms such as Netflix and Spotify. These platforms leverage advanced data-driven algorithms and analytics to deliver personalized shopping experiences, product recommendations, and targeted advertising that increase customer satisfaction and loyalty. The B2C market has thrived due to its ability to offer a diverse range of products, competitive pricing, and detailed customer reviews that guide consumers in making well-informed purchase decisions.

IV. ISSUES AND CHALLENGES IN E-COMMERCE

Customer Trust

Transparent communication about product details, pricing, and policies helps build credibility and effectively manage customer expectations. Consistent delivery of high-quality products, reliable order fulfilment, and prompt customer support build trust by demonstrating reliability and a commitment to customer satisfaction. A positive user experience with an easy-to-use interface and easy support channels can boost customer confidence and encourage repeat purchases. Ultimately, fostering and maintaining trust in e-commerce requires a holistic approach that prioritizes security, transparency, reliability, and customer focus to foster lasting relationships with online shoppers.

Data Privacy

Data privacy is a vital issue in e-commerce, as the collection, storage, and use of personal data must comply with strict regulations and ethical standards to protect consumer rights and build trust.⁴ E-commerce platforms collect a significant amount of customer data, including names, addresses, payment information, and browsing habits, which can be easily disclosed and misused if not properly protected. Ensuring data privacy requires implementing robust security measures, such as encryption, access control, and secure transmission protocols, to prevent unauthorized access and data leakage.

Logistics and Delivery

Effective logistics management ensures timely order fulfilment and reliable delivery, which is critical to meeting customer expectations in the digital marketplace.

E-commerce companies face multiple logistics challenges, including optimizing warehouse operations, managing inventory across multiple channels, and coordinating last-mile home delivery. An effective logistics strategy not only improves operational efficiency, but also helps retain customers by providing a seamless, transparent, and traceable delivery experience that meets the evolving needs of today's online shoppers.

Cyber security

E-commerce businesses encompass and implement robust cybersecurity measures such as encryption, security authentication, and regular security audits. Adherence to industry standards such as PCI DSS for payment security and GDPR for data protection is critical to protecting customer privacy and avoiding legal repercussions. Additionally, proactive monitoring, employee training in cybersecurity best practices, and a comprehensive incident response plan are all critical to quickly detect, respond to, and recover from cyber incidents. By prioritizing cybersecurity, e-commerce businesses can protect sensitive data, maintain operational resilience, and preserve customer trust in the dynamic digital marketplace.⁵

V. CONCLUSION

The conclusions aim to summarize the key findings of e-commerce and consumer protection research, highlight legal challenges, and suggest avenues for future reform to enhance the safety and reliability of digital markets. In the digital era, safeguarding consumer rights is crucial, and a vital aspect of ensuring proper online consumer protection is making sure that consumers are well-informed and have easy access to the relevant e-transaction laws that protect their interests. When consumers are aware of all relevant information beforehand, they are less likely to experience disappointment and avoid unnecessary disputes later. The conclusions aim to summarize the key findings of e-commerce and consumer protection research, highlight legal challenges, and suggest avenues for future reform to enhance the safety and reliability of digital markets.⁶

Laws should be introduced to ensure that consumers have access to fair, affordable methods for resolving disputes and receiving compensation.

⁴ Ha, H., & McGregor, S. L. (2013). Role of consumer associations in the governance of e-commerce consumer protection. *Journal of Internet Commerce*, 12(1), 1-25.

⁵ KA, D. (2015). Consumer protection in the E-commerce Era. *International Journal of Legal Research*, 3(4), 1.

⁶ Shaik, D., & Poojasree, M. V. (2021, May). Consumer protection in e-commerce: A legal and compliance framework in the digital market. In *1st International Conference on Law and Human Rights 2020 (ICLHR 2020)* (pp. 18-23). Atlantis Press.



International Journal of Recent Development in Engineering and Technology
Website: www.ijrdet.com (ISSN 2347-6435 (Online) Volume 15, Issue 05, May 2026)

A key element in improving the online consumer experience is the development of effective legislation and its robust enforcement, which can protect consumers from harm caused by unfair e-commerce practices. If there are no rights to cancel, return, or receive a refund, this should be clearly communicated before completing the transaction.

VI. SUGGESTIONS

1. Governments must enact laws to regulate online transactions, enhance consumer protection, and ensure fair business practices.
2. These laws should address issues such as product liability, fraud prevention, intellectual property protection, and data privacy.
3. One of the key challenges facing e-commerce is resolving disputes effectively and fairly. Therefore, it is crucial to provide accessible and transparent dispute resolution mechanisms.
4. E-commerce businesses should provide truthful and complete descriptions of their products and services to ensure consumers can make informed decisions.
5. The delivery process is an essential part of a consumer's overall shopping experience. Companies must ensure that products are delivered on time, in good condition, and according to the terms of sale.
6. Governments, companies, and international organizations must work together to harmonize regulations, share information on emerging threats, and coordinate law enforcement efforts.

REFERENCES

- [1] Balasubramanian, D. (2022). E-commerce and Consumer Protection. *Journal of Legal Studies & Research*, 8(3), 120-124.
- [2] Chawla, N., & Kumar, B. (2022). E-commerce and consumer protection in India: the emerging trend. *Journal of Business Ethics*, 180(2), 581-604.
- [3] Shaik, D., & Poojasree, M. V. (2021, May). Consumer protection in e-commerce: A legal and compliance framework in the digital market. In 1st International Conference on Law and Human Rights 2020 (ICLHR 2020) (pp. 18-23). Atlantis Press.
- [4] KA, D. (2015). Consumer protection in the E-commerce Era. *International Journal of Legal Research*, 3(4), 1.
- [5] Ha, H., & McGregor, S. L. (2013). Role of consumer associations in the governance of e-commerce consumer protection. *Journal of Internet Commerce*, 12(1), 1-25.
- [6] Goldsmith, E., & McGregor, S. L. (2000). E-commerce: consumer protection issues and implications for research and education. *Journal of Consumer Studies & Home Economics*, 24(2), 124-127.