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## E-Commerce Revolution, Online and Digital Marketing

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DOI- 10.5281/zenodo.13951051

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### Abstract:

In the world many more revolution taken place like industrial revolution, green revolution, communication revolution, and digital revolution but the E-commerce revolution is such revolution where there is no slack, in corona period the online shopping was on peak flip cart, amazon, Wal-Mart, Alibaba, meesho, tata neu, and many more platform of online shopping and e-commerce websites made tremendous revolution in the market and over globe where export marketing tripled than before e commerce revolution.

**Keywords:** E-commerce Revolution, online and digital Marketing.

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### Introduction:

Today is the world of marketing and every country critically pursuing the digital, online and ecommerce marketing, in India the communication revolution boost up the e commerce development which is miracle of internet users and mobile users increased in India. In June 2023 the numbers of internet users in India increased significantly up to 895 million out of it 55% connection were of urban area out of which 97% were wireless it was huge increased in users and which is targeted up to 1.1 billion up to years 2025 so in India the online shopping and online marketing people likes more digital marketing than the shop visit marketing as digital marketing is done with the other job and at home facility by home delivery indies e-commerce sector growth is targeted up to INR 4416.68 billion in 2024 with growth target up to 2029 by annual growth of 11.45% which is 7591.94 billion in 2029. The world awaked by online payment and UPI payment system in India because of 125.94 trillion in 2022 and 800 million by user base transaction.

The development of e-commerce in India significantly achieving the target of growth rate and development of economy but still it must supported with many more peripherals and instruments and platforms like shopify development services, innovative e-commerce, social e-commerce, and sustainable e-commerce, and e-commerce with AI will change definition of ecommerce. The business in India with e-commerce and online payment made much more development in standard of life of the people such segment is make through B2B, D2C, C2C, C2B, out of it D2C and B2B have achieved high growth whereas D2C market in India is expected about 60 billion us dollar by 2027 and overall e-commerce market is expected about 350 us dollar by 2030. Such development indicates that in

such sector of e-commerce and e-shopping there is lot of employment chances for new youth like software ,engineering students, marketing students, ;and many new product design and manufacturer in India.

### Objective:

There are some objectives that can help in boosting up the e-commerce industry in India with high employment and economic growth and economic development.

- 1. Global e-commerce hub:** India is developing country in Asia and developing their market in Europe and America also as well as in African country so again globalization policy must be applied and should prepared for worldwide as Global hub for e-commerce.
- 2. E-commerce with Satellite phone :** Today there is more troublesome experience in the remote area people where e-commerce face trouble but if the India become satellite phone savoy then from himachal pradesh leh laddakh and village area will also involve in making online shopping and e-commerce with boost up more than target.
- 3. 5g network services Boon:** The network plays immense boosters of shopping experience and time and money and interest also which can be provided by 5g network now days the 4g network also hurdles in online shopping and payment system.
- 4. Voice assistance based E-commerce :** The miracle of voice assistant make customers more choosy in making shopping and like and dislike and comfort and easy with voice not with keypad and finger saves times and ever small kids and illiterate people also can make shopping with the voice assistance.

5. **Drone delivery:** In future drone delivery may take place of door to door supply which will be more amusing to the customers and it will increase their interest in making more orders like foods and needful article in emergency and any place.
6. **AI based E-commerce:** AI based e-commerce will all do which is unexpected today it can virtually visualize the customers demand and product and provide the customers expectation and their like dislike and providing the demand as per expectation.
7. **New Payment methods:** Various payment methods other than online shopping and UPI may emerge like sms pay, QR, thumb shopping, adhar based shopping and otp based shopping and other new payment gateway may emerge.
8. **Cash back and discount and offer :** It is very sensitive matter because it is solely the heart of increasing the marketing strategy at all today most of the people looks and watch the discount and cash back and various offer before making shopping ,instead the online shopping today is done by more attraction of offer and discount and cash back.
9. **Streaming and live shopping :** This is modern concept in which the live and streaming marketing offers customers lowest price offer than the common shopping platform so people involve more in streaming and live shopping than common shopping for less prices in it.
10. **Trending e-commerce:** It is new generation marketing the young and modern people always in search of trending items and services for making the online shopping and marketing most of the country like japan America influencing people by trending e-commerce strategy.

#### **Importance:**

- 1) **Buy now pay later:** Today the e-commerce and many credit card making more offer and shopping plan for buy now and pay later which give customers credit facility and emergency services and time being satisfaction.
- 2) **Standard of life:** The best services of product with trending and modern product and with hygiene and high quality increase the standard of life in society which flourishes with enthusiasm and confidence.
- 3) **Best service with low price :** The e-commerce today proving best price with services so the people turning towards the online shopping because of this attractive mode which is becoming more and more popular
- 4) **Employment generation:** With the online services the employment in every sector like software, marketing, mobile and accessories and supply chain management increasing the employment in India.

- 5) **Economic growth & development :** With the development in production and sale the economy going from billion to trillion and achieving the growth and development target and stepping toward fast developing country in world.

#### **Conclusion:**

The E-commerce can change the future of India and India can become the super power in world in every sector but for that many more changes is required for it like education and social status as well as political fluctuation and agriculture so that it will help in e-commerce for uplifting itself.

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