An Empirical study on Digitalization and Economic Growth of E-commerce and M-commerce in Bangalore

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Introduction

In Today’s world both the e-commerce and m-commerce has become an important part of people’s life. It is easy to access the e-commerce and m-commerce platforms. It may not much benefits to the people but rather a necessity for most people, particularly who are in Bangalore.

In E-commerce activities such as purchasing, selling, exchanging, payment etc., were done by online with the help of computer and laptop.

M-commerce is similar to e-commerce were each and every transactions or activities done through the mobile phones such as purchasing and selling in Olx, Flipkart, Amazon, Swigy, Myntra, Quikr, Ebay etc., are made most of the transactions easier to the customers.

Initial days there is not much scope to the online transactions, later on when the usage of internet were increases people slowly started to use the online marketing. Online shopping was increased various applications were introduced, also it creates huge number of competitions. Amazon and Ebay are the first Internet companies to allowed electronic transactions. In Bangalore, the number of IT sectors or Industries are located more since the advanced technology and shortage of time limits people were using more online transactions. It helps them to save the time and they can purchase or sold a product with their own interest.

Review of Literature

Kumar Anuj (2018) Studied Impact of E-Commerce in Indian Economy. The finding of the study suggests that there is an increase in a digital penetration in India i.e., more smartphones are utilized by the people. Which tend to increase in m-commerce growth.

Niranjanamurthy M (2013) Studies that Analysis of E-commerce and M-commerce: Advantages, Limitations and Security issues. The finding of the study suggests that E-commerce is widely considered the buying and selling of products over the internet, but any transaction that is completed solely through electronic measures can be considered.
Objectives of the study are:

1. To analysis the present trends of e-commerce and m-commerce in Bangalore.
2. To analysis the present challenges and growth of E-commerce and M-commerce in Bangalore.
3. To analysis the impact of e-commerce on literacy rate and employment rate in Bangalore.
4. To analysis the impact of m-commerce on literacy rate and employment rate in Bangalore.
5. To analysis the impact of e-commerce and m-commerce in business.

Research Methodology

Type of Research

The research is Exploratory Research. Which means the research is conducted for a problem that has not been studied more clearly, intended to establish priorities develop operational definitions and improve the final research design.

Data collection

The present data collection is based on primary data. Primary data were collected through structured and questionnaire.

Data analysis tools and techniques

Statistical tools-table, chart, percentages, regression, accounting ratios.

Graph Showing that present trends in e-commerce and m-commerce
INTERPRETATION

From the above graph explains that 73% of the respondents are know the present trends in e-commerce and m-commerce, 2% of the respondents are don’t know, 4% of the respondent may be and 2% of respondent cannot say the present trends in e-commerce and m-commerce.

Graph Showing Challenges and growth in e-commerce and m-commerce

INTERPRETATION

From the above graph explains that 33% of the respondents are responded that increase in awareness of consumer know the challenges and growth in e-commerce and m-commerce, 30% of the respondents are responded that Promotion of internet, 23% of the respondents are responded that lack of trust and 13% of respondents are responded that other of e-commerce and m-commerce.

Graph Showing Literacy rate in e-commerce and m-commerce

INTERPRETATION

From the above graph explains that 43% of the respondents are responded that Neutral in literacy in e-commerce and m-commerce, 17% of the respondents are responded that Agree, 7% of the
respondents are responded that Strongly agree, 17% of the respondents are responded that Disagree and 17% of respondents are responded that Strongly disagree of e-commerce and m-commerce.

**Graph Showing that Impact of e-commerce and m-commerce**

![Graph](image)

**INTERPRETATION**

From the above graph explains that 50% of the respondents are responded that e-commerce and m-commerce are created Good impact in business, 17% of the respondents are responded that Excellent, 13% of the respondents are responded that Not bad, and 20% of respondents are responded that Cannot say of e-commerce and m-commerce.

**Findings**

1. There is an increases in utilization of smartphones users are more by the people in Bangalore, which tend to increase the m-commerce growth in Bangalore.
2. There is an increases in utilization of computers and laptop users are more by the people in Bangalore, which tend to increase the e-commerce growth in Bangalore.
3. There is an increase in internet penetration in Bangalore. More number of people can easily access.
4. There is not only a literates are accessing more e-commerce website, even illiterates are also accessing.

**Conclusion**

Through the study of research paper, we came to know how important is e-commerce and m-commerce in industry currently in Bangalore. With context of Bangalore we also try to find the upward trend growth in e-commerce and m-commerce. Also we studied the impact of literacy rate and unemployment rate on growth of e-commerce and m-commerce.
References
