



11. Innovative Startups Coming in the E-Commerce Industry: Organizes the Unorganized Service Sectors in India

Mr. Vivek S. Kanade

Asst. Prof. & Research Scholar, KTHM College Nashik.

Dr. Preeti M. Kulkarni

Director, Navjeevan Institute of Management, Nashik.

Abstract

Over the last decade, the Internet made many changes in the way people purchase and sell goods and services on internet. Online retail or E-commerce has been revolutionized and increase the shopping expectations and behavior of consumers. Online retailing sector has been shows dramatic growth during last two decades. The implementation of new techniques makes the e-commerce sector more reachable, effective and efficient. Devices like Smartphone's, advance feature in mobile phones and increasing speed of internet connectivity lines, lowering prices of internet and devices is helping to raise traffic to the online shopping. Banking and other payment intermediary's are providing best and perfectly secured payment gateways. Online-retailers found it motivating and attractive to focus on developing a new way and channel which is different and separated from the services of mainstream players of E-commerce players.

Key Words: E-Commerce, E-tailers, E- Services, Vertical Specific Integration of E-Retailer

Introduction

Increasing use of internet through mobile device in urban as well as rural areas, increasing acceptance of online purchase, e-payments and young India has provided the e-commerce industry in nation the best chance to communicate and interact effectively with the customers. The Government's ambitious vision of 'Digital India' dreams to provide all the services and information on one stop shop by the way of introducing internet with low cost, good connectivity at the remote areas and every corner of the country to promote the online trade and services.

Shirshendu, Roy (2010) "Service quality dimensions of hybrid services", as an e-retailer one may promise to provide better services but as the services are associated with skilled person it must be standardized to get uniform services consistently.

Objectives of the Study

To study the role of E-Commerce in organizing the unorganized service sector in India

To study the Pros and cons of Vertical Integration of online and offline Service retailers

Research Methodology

This study based on secondary sources of information from various research publications, published newspapers, and conference publications, online journals & magazines, web sites, and books. The information has collected from libraries and websites.

Unorganized Service Sector

The major players in the industry like McDonald, Dominos, Pizza Huts, Subway, Traveling service providers like Kesari, Neeta, Veena world; Multispecialty hospitals like Wockheart, Apollo etc and many more in service industry has develop a network of organized services. As these major players have resources to attain the goal of organizing services.

Still a large area of service sector is unorganized in India. They are the individual players in the market with their brand image and goodwill. But the organized services players are the big threat in front of unorganized or individual services providers. This opportunity gives rise to "Vertical Specific Integration of E-tailers (VSIE)"

Vertical Specific Integration of E-Tailers (VSIE)

Vertical Specific Integration of E-tailers (VSIE) finds it attractive to target on specific product and services, as all the services are differentiates from its main e-commerce player. The importance of such kind of new venture development helps them to raise additional business, funds and more customers' acquisition and traffic generation. The crucial role of this kind of integration of industry with local service provides help in the customer driven service, availability of 24*7, less cost, user friendly.

Trivago has organized hotel industry this channel permit user to compare prices of different hotel bookings on a single click in a particular region for more that 400 booking sites for 1.8 million+ hotels in around more than 200 nations. Big Basket, an online grocery store, is marketing to deliver groceries at home without the Problem of traffic and saving time too. Uber,

capabilities to create their virtual presence but with the help of such integration now they are registered as a online service provider with very small cost allocation that is almost negligible.

This type of integration help the firms to become a global service provider

4. Even one can customize their presence on global map
5. It has developed a new channel for business and people have accepted it.
6. 24*7 presence of the e-retailer make them available at any time
- 7.

Advantages for Customer

1. It provide convenience to customer for searching proper information
2. It provide a platform to compare pricing
3. It save time of customer
4. It is helpful for proper planning of any activity
5. It provides one stop solution to customer

Disadvantages of Vertical Specific Integration of E-Commerce

1. Improper web presence may leads to loss of customer valuable time
2. Misrepresentation of service provider may lead to loss of goodwill and consumer faith
3. Inappropriate information may create confusion among customer.
4. Cyber security is still a major constraint.
5. Services are associated with the skills of the service provider therefore it may not provide consistently.

Conclusion

"E-Commerce is going to impact multiple industries & business models. We can clearly see a significant transformation in sectors like consumer healthcare, Education, Travel, hotels, fashion, entainment through digitally driven innovations like trivago, HealthKartPlus, swiggy, zomato, 99acers etc. Digital commerce has gave new dimensions to the e-commerce industry, in this development information about services and conditions, transparency in business promises, more option of choice, and ease of access help to attract the customers. Now a day, any person with a smart phone can learn about services, can make comparison of prices of different brands and also become aware about possible benefits and interactions - enabling him to increase effectiveness and minimize the costs of his gain.