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Importance of Digital Trade and Economic Geography to Impacts On the Performance of Export (retail trade)

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Abstract

I'll be looking at how e-commerce affects international trading in this paper. The focus of the research is on whether or not the transition from offline to online platforms has any effect on the types of transaction that take place. In addition, the study focuses on the emergence of e-commerce in India as a case study and the resulting impact on the country. We want to know how digital trade affects export companies, among other things. In what ways may India's e-commerce retail sector be bolstered? In spite of the current trade barriers, how might digital platforms help facilitate cross-border movement of products and services? Qualitative research is used in the study. Data will be gathered via secondary sources of information. You may expect to find books and e-commerce industry papers as well as peer-reviewed academic articles and the Amazon India website and Indian Government publications in the sources. The data will be analysed using a thematic approach. The study found that the success of all businesses is reliant on their capacity to reduce costs while boosting profits. Traditional traders, government laws, and foreign direct investment (FDI) rules all play a role in the success of e-commerce in India. In India, e-commerce has created a wide range of lucrative business prospects that protect the interests of local entrepreneurs. Internet and mobile phone penetration in India has sparked the growth of e-commerce. Digital platforms such as e-commerce platforms also reduce the gap between cultures, languages and physical locations by facilitating the exchange of information.

Key words: **e-commerce, digital trade, e-retail, India, Economic Geography**.

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Introduction

Economic Geography of the barriers e-Trade.

E-commerce and cross-border trade trends are being explored experimentally in this project. Many experts have prophesied the "death of distance" as a result of the advent of the internet and digital communications technologies (Cairncross, 1997). The primary concern is whether or not moving from physical to online venues is beneficial. As a result, the structure of the product trade is affected greatly by the reduction in costs connected with information. Blum and Goldfarb (2006) show that when it comes to pure information commodities, distance does matter. Cultural differences are seen as a result of the increasing distance between people. As the range of products and pricing becomes more competitive, online trade may open up a much broader market for both sellers and customers. A move from offline to online business would be supported by both of these criteria. In the meanwhile, new internet sources of information on trade costs may develop, which may slow down or even halt this downward trend. New information costs may be exacerbated by language, cultural, and institutional differences, as well as the costs of e-commerce infrastructure. Gomez-Herrera, Martens and Turlea (2014). Many researchers agree that reducing trade non-tariff barriers, such as through digital trade facilitation, will lead to future trade cost reductions. The reduction of digital trade barriers (OECD 2020a; USTR2017) is only the beginning of the technological, legal, and regulatory cooperation required for digital trade integration (OECD 2020a; USTR 2017). (Ahmad 2019; Kerber and Schweitzer 2017; Weber 2014). The European Union's (EU) Digital Single Market (2020) and the Association of Southeast Asian Nations (ASEAN) Digital Integration Framework are examples of regional projects aimed at digital trade integration.

Digital Trade

The internet's debut and widespread use has led to a shift in the architecture of human life. In addition to a plethora of opportunities, the change has presented several difficulties. This means that governments have had to come up with ways of helping companies in today's rapidly changing economy. In the wake of the shift to digital architecture, corporate activity has increased. For example, UNCTAD statistics shows an 8 percent increase in e-commerce sales between 2017 and 2018. There was a rise in its worth to $25.6 trillion (Aggarwal and Jain, 2020). The jump in growth can be attributed to an increase in international trade, which allows businesses to reach new clients across the world via the internet. ' Purchases across countries increased from 17% to 23% between 2016 and 2018, a 5 percent rise. According to the estimates, this market had a population of around 1.4 billion people (Anuj et al., 2018).

As described by Petropoulous and Sapir (2020), digital trade refers to the manner in which products and services are generated and disseminated via electronic platforms. Global trade patterns have changed as a result of rapid technological improvement (Breznoy, 2018). Digital trade is important for the economies of the host nations in addition to being an important part of most multinational export enterprises (Duval, Utoktham, and Kravchenko, 2018; OECD, 2020).

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E-Commerce of Export (Retail Trade)

Modern living would be impossible without the prevalence of online shopping. Access to e-commerce platforms, especially in metropolitan areas, has become a requirement for most customers. When it comes to practically every aspect of our daily lives, e-commerce provides a platform for consumers to obtain the items they desire. Internet sales will continue to grow as the internet becomes the most important, often used, and indispensable device in the twenty-first century. In addition, I'll talk about how India's e-commerce industry is growing and what it means for the rest of the world.

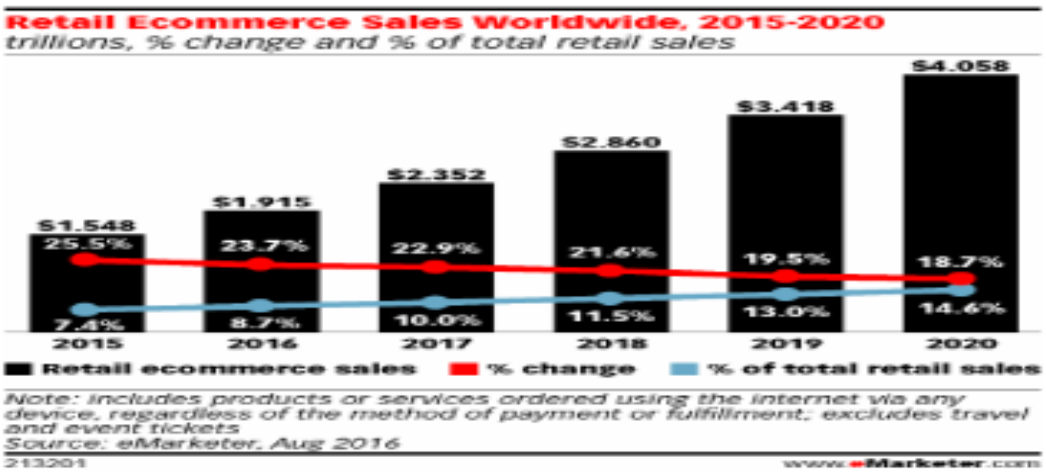

Figure 1: Retail Ecommerce sales worldwide, sources www.eMarkter.com

Sales in e-commerce have continued to experience growth. Researchers argue that its value could surpass $4 trillion by 2020. The graph below shows the changes in the sales patterns on a global scale. Major economies are transitioning to e-commerce sales.

figure2: retail m-commerce sale in India (2015-2020) [source –stastia.com]

In India, a new form of commerce, m-commerce is also growing at a significant pace. In the country, it has risen to compete with the e-commerce sector. As a result of the need, many small businesses have opened online storefronts to increase their visibility and profits. The major requirement is the development of online platforms that offer safety to consumers. Such a development will, undoubtedly, lead to improved growth of digital trade within the region.

Literature review:

Trade in the Digital Era

Increasing exports is facilitated by digital commerce, which makes it easier for enterprises to adapt to changes in customer demand. Digital commerce sales have had a tremendous impact on

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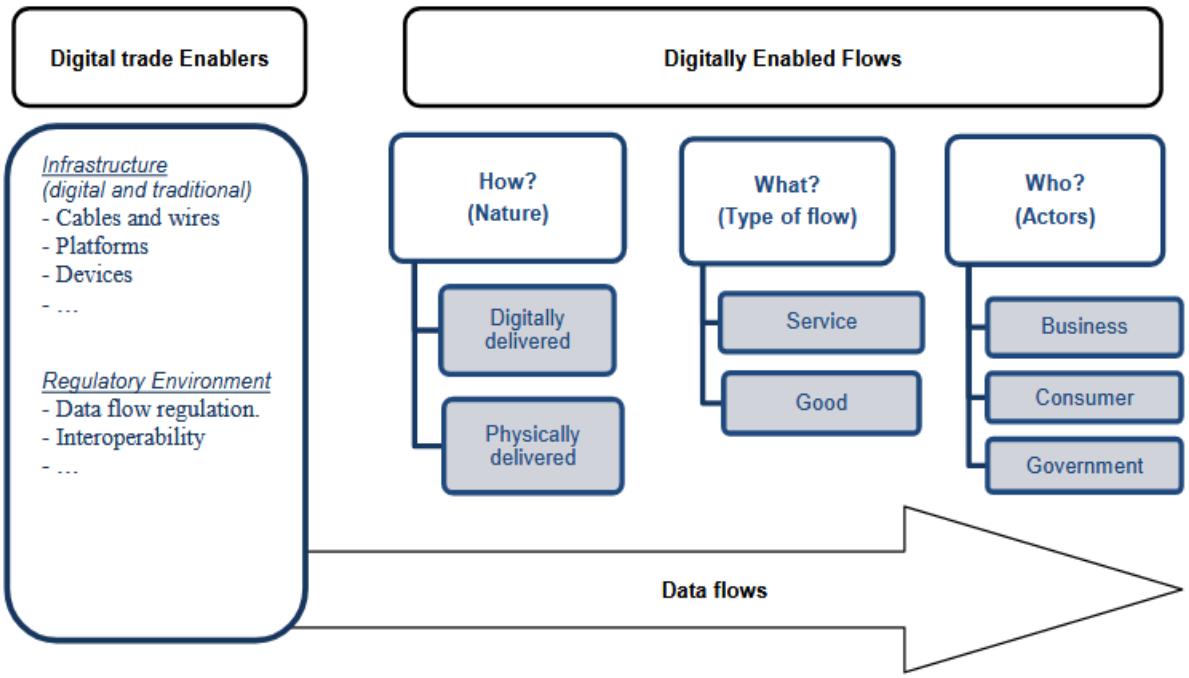
the success of businesses and the growth of economies (Kasemsap, 2018). Organizations may use engaging, appealing, and direct interaction with the intended audience to sell their products and services (Maiti and Kayal, 2017).

Export marketing strategy may be affected by a number of essential e-commerce activities that adhere to the IO theory, the resource-based approach, and transaction-cost economics (TCE). external environmental elements that may influence export marketing strategy, such as the availability and demand for electronic commerce (IO theory), might be considered external environmental factors (Evans and Wurster, 1999; Sahlman, 1999).

Digital Trade: Developing A Framework for Analysis

It's also important to think about the people engaged in such transactions when looking at the bigger picture. Business-to-consumer interactions (B2C) were the norm prior to the development of global value chains (GVCs). Businesses, consumers, and governments (via eProcurement) have all benefited from GVC's rising B2B contacts, which have been facilitated by digital commerce and the rise of eProcurement. Figure 1 shows a preliminary typology for digital commerce based on the premise that data underpin digital trade flows that permit trading in products and services. GVCs and transactions between consumers and businesses through online platforms are examples of digital trade (Lopez-Gonzalez and Jouanjean, 2017). Data, the lifeblood of electronic commerce, underpins these exchanges (Figure 3).

Figure 3: "Digital Trade: Developing a Framework for Analysis



Source: López González, J. and M. Jouanjean (2017), "Digital Trade: Developing a Framework for Analysis", OECD Trade Policy Papers, No. 205, OECD Publishing, Paris. http://dx.doi.org/10.1787/524c8c83-en

Integrating E-Commerce into Exporting (Theory Contingency Model)

According to Figure 4,5, the linkage between internal and external determinants of marketing strategy moderated by e-commerce drivers on the one hand and export marketing strategy

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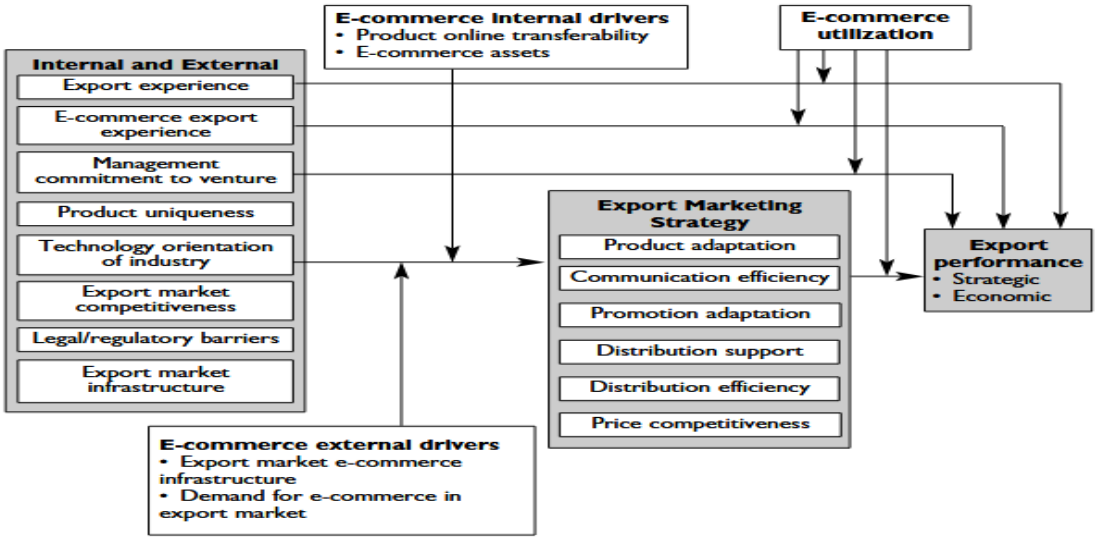
moderated by e-commerce use on the other hand is depicted (Figure 4,5). E-commerce efficiency gains in sales and marketing, electronic transaction processing, and supply and distribution systems, for example, might be recorded.

Using e-commerce to create profitability may be done in three primary ways: gaining efficiency in marketing, fulfilment, and customer service through economies of scale like product catalogues (Amit and Zott, 2001). As a second option, leveraging banner advertising or online mall transactions to produce income and profit streams through an enormous user database Third, developing new ways of conducting business, such as auctions, such as the eBay model (Amit and Zott, 2001).

Figure 4: A contingency model of export marketing strategy and performance



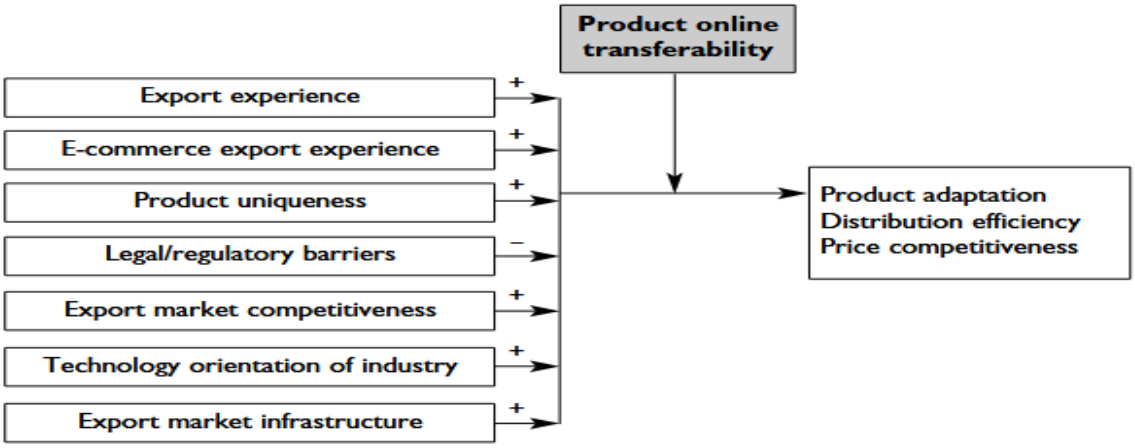


Figure 5: Relationship between environmental forces and export marketing strategy moderated by product online transferability. Source: Integrating e-commerce into existing export marketing theories: A contingency model. By [Karavdic, Munib. Gregory, Gary] https://www.researchgate.net/publication/240283503_Integrating_e-commerce_into_existing_export_marketing_theories_A_contingency_model/citation/download

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When online product transferability is strong, the export and e-commerce product adaption and distribution efficiency impact is greater than when it is low. Exporters may be reluctant to take a chance on a product that is truly one of a kind. A better product adaption will be necessary in this instance in order to suit the product usage criteria of export clients (Cavusgil et al., 1993). Customizing online product offers can help export consumers learn how to use and maintain the product more quickly. The same reasoning applies to the effectiveness of distribution. To put it another way, online product transferability opens the door to new, more efficient methods of product distribution by allowing companies to bypass regulatory and legal restrictions.

In spite of technical advancements, greater communication via electronic channels has led to new legal and regulatory issues. Concerns about the implementation of secure technology are among them (such as digital signatures, digital certificates and secure electronic payment mechanisms). Second, there are worries about data security, intellectual property protection, and conditional access services. More countries are putting tariff and non-tariff obstacles to ecommerce because of the absence of a tax bias.

E-commerce Industry in India

Is India Digitally Prepared for International Trade

The Indian economy is among the world's fastest-growing (Mitra 129). More and more aspects of India's economy will be affected by technology as digital capabilities and connections grow more widespread. In the next 10 years, technology-enabled business models will become mainstream across all industries in India because to new technologies and falling data prices (Kaka et al. n.p.).

When compared to both China and the United States, India's export business appears to be lacking in digital benefits, particularly when it comes to e-commerce. Because of this, India must devote enormous sums of money to developing its own internet infrastructure.

Lockdowns are becoming more frequent, and both companies and customers are turning to online trade and purchase in order to avoid them. The percentage of e-commerce sales globally rose from 14 percent in 2019 to around 17 percent in 2020, for example, through Amazon's website.

New possibilities and challenges are emerging for emerging economies like India as a result of the Fourth Industrial Revolution (I4.0). India's long-term plan revolves around digitization.

Transaction Cost Theory

An organization's coordination and effectiveness may be improved via economic transactions, as well as by making it easier for both parties involved (Mroczek, 2014). The trade is characterized by uncertainty and ambiguity, as well as by the people involved and the specificity of the thing being sold. Information technology has been a constant source of

cost-effectiveness improvement (IT). Businesses are increasingly turning to online and other electronic trade as a way to cut costs (Hennart, 2015).

Other considered approaches and challenges:

As part of their investigation on trust in online transactions in 2009, Gangly, Dash, and Cyr reviewed prior research and experimentally tested the mediating effect of trust links between website parameters and buy intent. A sample of students from India's top business schools was chosen since this group makes up a large percentage of internet users.

Some online shops have started making significant changes to ensure that their customers' personal information is protected and used in a responsible manner to build confidence. More than two-thirds of customers feel that firms have too much information about them, and 86% are concerned about their privacy. As an example, 48 percent of customers trust Amazon to utilise their personal information properly (Business Wire Inc. 2019).

Data security and privacy rules and regulations are being implemented to encourage the appropriate use of consumer data. Amazon Web Service (AWS) has stepped up its use of public sector cloud services in India in an effort to build client confidence.

Research Questions

1. How does digital trade impact export companies especially in fostering supply chain and competitive?
2. what the key elements for grow the e-commerce retail sector in India?
3- How can digital platform contribute to the effective cross-border flow of products and services despite the existing trade barriers?

Methodology:

Research Method

A qualitative methodology will be used to gather the data, which will allow for the collection of textual information, as well as a broad framework for investigating a phenomenon. One of the main advantages of qualitative research is that it allows researchers to get insights into a specific meaning via the use of subjective experiences. The study's qualitative approaches will yield new ideas on digital trade, the internet of things, cloud computing, and electronic platforms generally.

Data Collection and Analysis

Secondary sources of data will be used to get information. Another major benefit of secondary data is the low cost and ease of access that it provides (Yates and Leggett, 2016). Amazon India, Amazon's yearly reports, e-commerce-related publications from the Indian government, peer-reviewed journal papers from the e-commerce business, and books and other relevant resources will all be used in this study. Due to the use of a case study approach, secondary data will be employed to gather pertinent documents from the organization. A thematic method will be used to analyses this secondary data set. Qualitative data may be analyzed in a variety of ways using thematic analysis, one of the most versatile methods available (Burns and Groove, 2014).

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Analyses:

THE KEY FEATURES OF INDIA'S RETAIL E-COMMERCE SECTOR IMPROVEMENT.

In India, the E-Commerce Retail Sector is gaining traction.

There were four important factors identified in this study that have an impact on the expansion of e-commerce in India: a sizable online population, a big smartphone user base, a growing e-commerce industry, and Advantage India.

Internet User Base in India

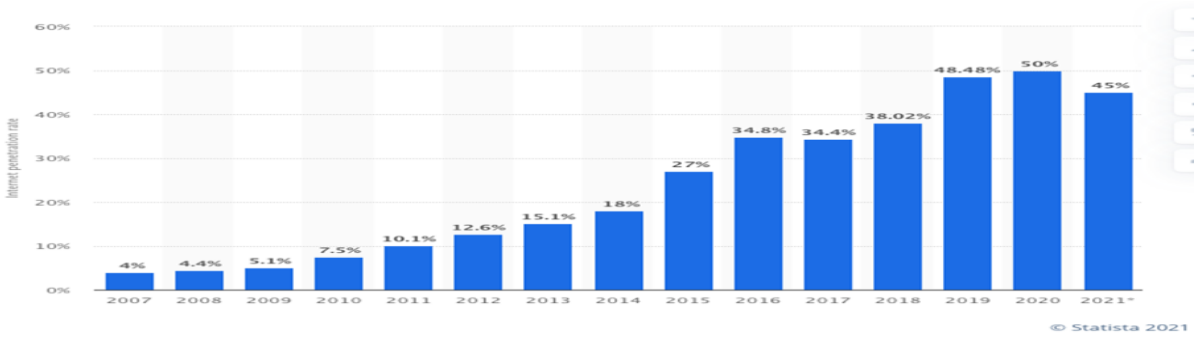

Figure 6.0: Growth in Internet User Base in India (Statista 2021)

Due to the rising rates of internet usage in India, the country presents a promising e-commerce industry. Figure 1.0 from Statista shows that by 2020, the Indian market had reached 50% internet use, but by 2021, that figure had dropped by 5%. (Statista 2021). It appears that India is the second-largest market for internet penetration, luring major online merchants to expand their online sales operations there (Statista 2021).

Smartphone User Base in India

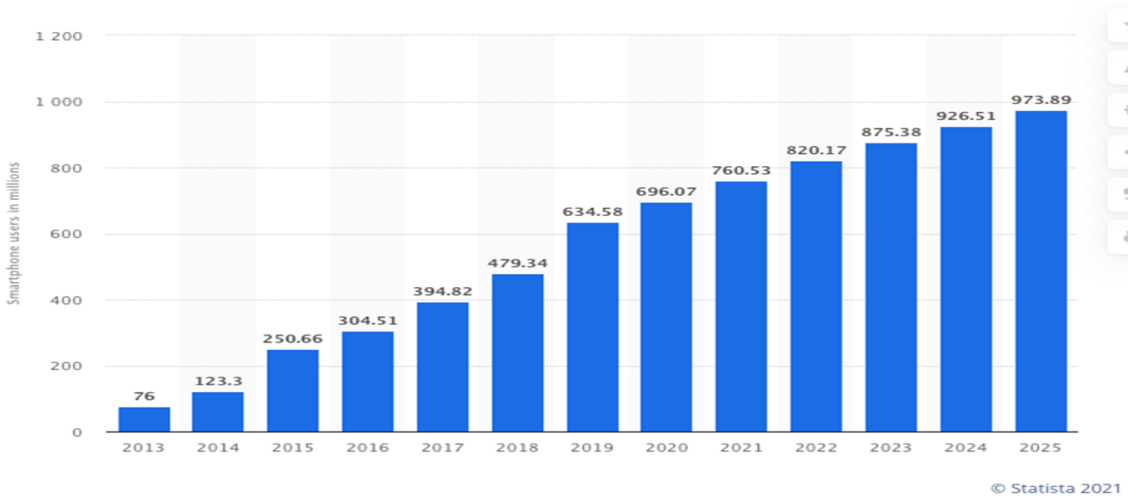

Figure 7.0: Growth in Smartphone User Base in India (Statista 2021)

The number of people using smartphones in India is rising at the same rate as the country's use of the internet. As shown in Statista (2021) in Figure 7.0, India will have 760 million smartphone users by

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the year 2021. According to the estimate, by 2025, there would be more than 973 million Facebook members (Statista 2021). India's potential for profiting from online businesses is bolstered by the ease with which smartphone users can access the internet, social networking platforms, and e-commerce sites.

E-commerce Market Size India

An increasing number of people are shopping online in India, which is depicted as an increasing market size in Figure 8.0 below (IBEF 2021).

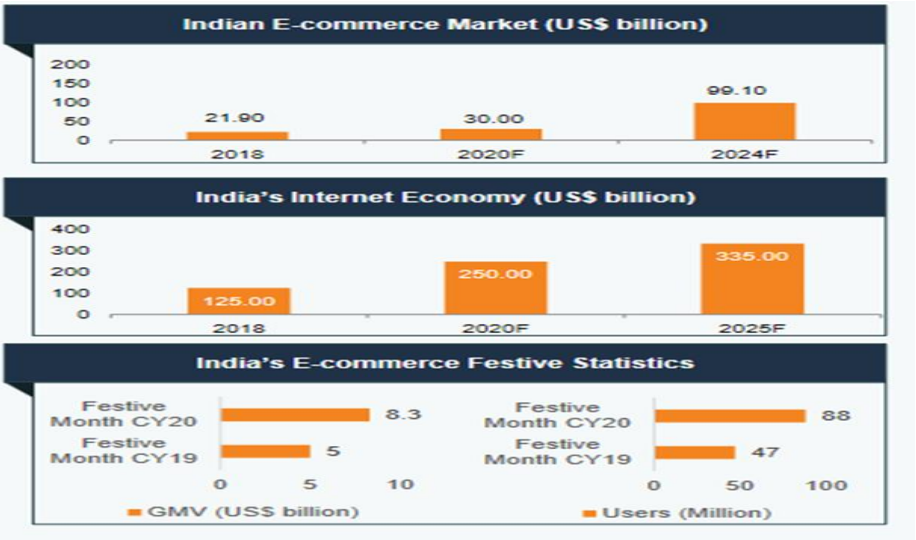

Figure 8.0: The Changing E-Commerce Landscape in India (IBEF 2021)

By 2024, the value of the e-commerce industry is expected to rise from USD 30 billion to USD 99.10 billion as a result of increased smartphone use and internet access in rural regions (IBEF). IBEF (2021) predicts that by 2025, India's internet economy would be worth more than $335 billion, thanks to a growing number of citizens experimenting with digital computers. Online shopping in India increases around the holidays, according to studies, as consumers look for and purchase goods online (IBEF 2021).

Advantage India

E-commerce development in India is supported by Advantage India's initiative, which has four tenets, shown in Figure 9.0 below. The initiative promotes the growth of local businesses and the embracement of digital business space in India (IBEF 2021).

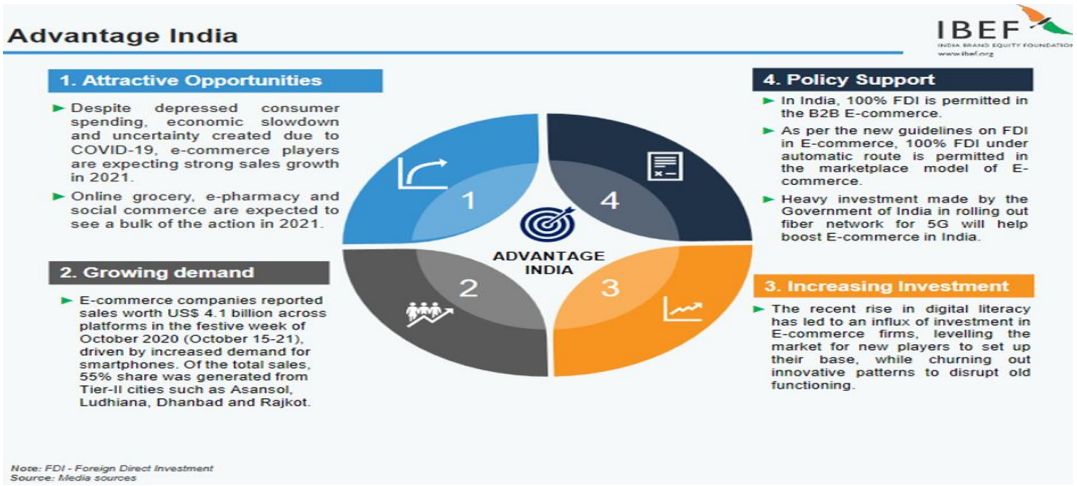

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Figure 9.0: The Growth Factors of Advantage India (IBEF 2021)

Advantage The Covid-19 epidemic and other economic downturns are less of a threat to Indian businesses because of the country's favorable business environment (IBEF, 2021). As a result of the initiative, there has been an uptick in the amount of money spent on things online (Gupta, 2020). It is thanks to the government's policy initiatives that business in India is able to thrive in the country (IBEF, 2021). Businesses have been able to survive and thrive thanks to government regulation of the market and the widespread availability of high-speed internet. Finally, state investments in e-commerce enterprises help to provide a level playing field on the market and to make better digital platforms available to consumers (IBEF, 2021).

THE IMPACT OF DIGITALISATION ON SUPPLY CHAINS AND COMPETITION IN INDIA (AMAZON INDIA CASE STUDY)

Businesses are reaping the benefits of digitising their supply chains, including access to a wide range of data, targeted marketing efforts, more visibility, and improved cash flow (Banga, 2017). Advances in technology such as the Internet of Things (IoT), Blockchain, and Artificial Intelligence (AI) are helping to speed up the process of digitalization (Banga, 2017).

Digital Infrastructure in India

Data, technological devices, networks, and systems all rely on digital infrastructure to function (Kaka et al., 2019). The Internet, broadband, mobile networks, and communication satellites are all examples of digital infrastructure. Digital infrastructure in India is being developed as more individuals desire mobile phones, internet subscriptions, online communications and government e-services, according to Kaka and colleagues (2019). (see Fig. 10).

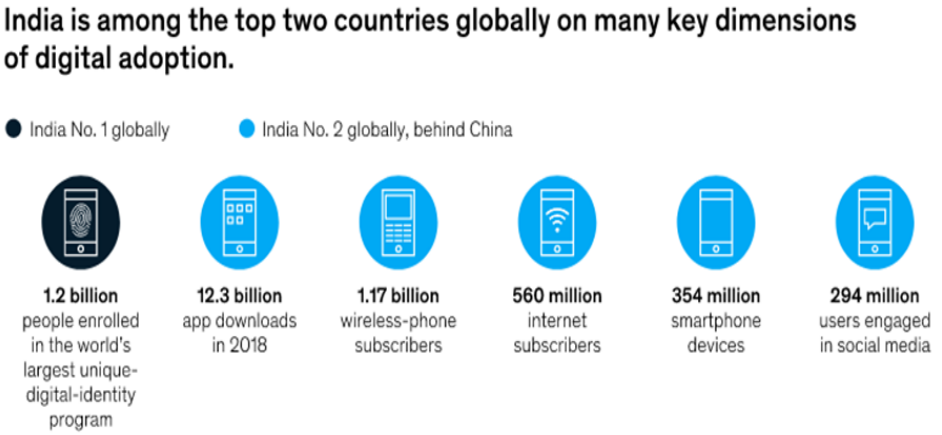

Figure 10.0: Digital Infrastructure in India in Broadband Subscription, Internet, and Communication (Kaka et al., 2019)

According to Jha and Saha (2021), In India, broadband penetration has reached 29.1 percent, which justifies the building of a digital infrastructure that enables e-commerce. India's economy, information access, and use of e-commerce platforms are expected to rise rapidly as a result of broadband. The broadband speed in India now stands at 54.73 Mbps, which is enough for both mobile and computer users to access the Internet at the same time. In addition, the number of vendors and network providers is growing, which indicates that broadband access and speed for Internet users may be expanding in the future (Thakur and Prasad 2021).

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Economic Overview at Digital India

Figure 11.0 shows the e-commerce growth in India as represented by Statista in 2021b. The value of e-commerce in India presently stands at $84 billion, and this figure is expected to rise to $200 billion by 2027, according to the latest figures. The expansion of e-commerce is predicted to lead to an increase in the country's economic activity and GDP (Digital India, 2021). Business predictions are designed to help the country achieve seamless digitization and the expansion of e-commerce value, according to the company (Digital India, 2021).

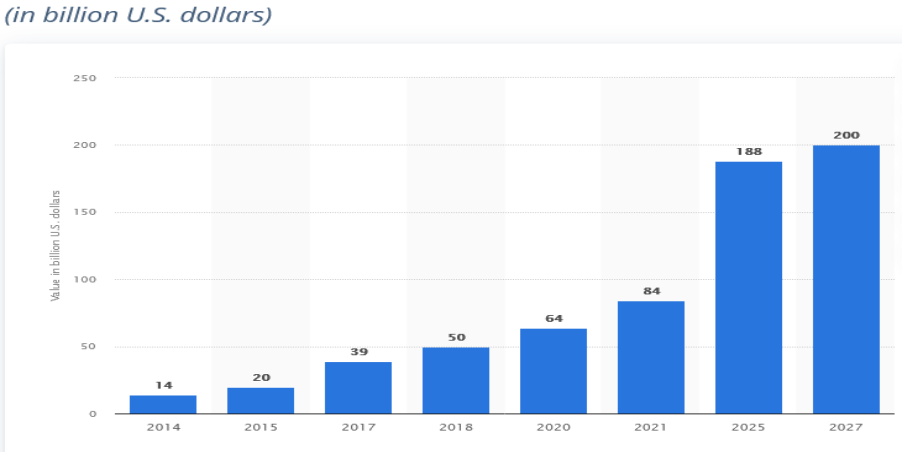

Figure 11.0: Market size of e-commerce industry across India from 2014 to 2018 until 2027 (Statista, 2021b)

Digital transformation in India has a 90% adoption rate, which has a positive impact on the country's economic future, according to Kaka et al. (2019). (see Fig. 12). According to Kaka et al. (2019), India's economy would add 65 million new jobs by 2025 as a result of the high adoption rate of digitalization, which opens up new possibilities for company development and new ideas.

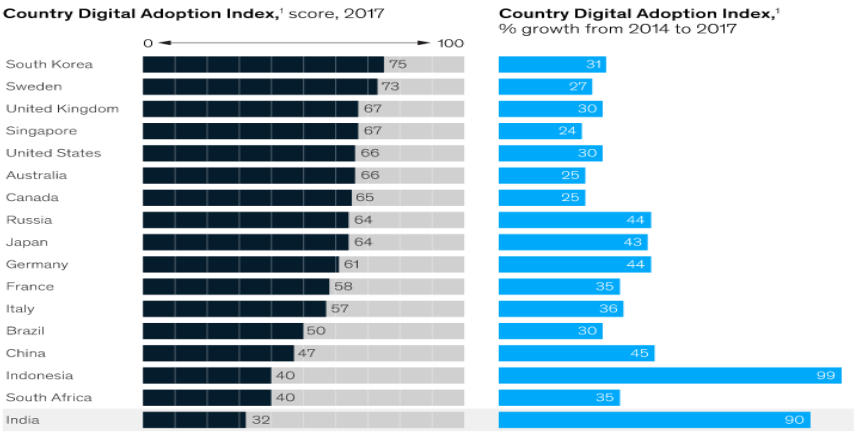

Figure 12.0: Adoption of Digital Transformation in India in Comparison to Other Nations (Kaka et al., 2019)

Adjusting Amazon's Business Model to Suit India

Amazon's glocalization methods, according to Sawhney (2018), are helping them adapt well to the Indian market. Amazon has a significant advantage in the Indian market since it is executing all of its global business models there, rather than depending on localised techniques (Sawhney, 2018). Amazon is making preparations for the Indian market by working with customers and retailers (Choudhury, 2020).

Adaptation Strategy

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Amazon is altering its e-commerce software to make it more suitable with mobile phones with limited memory and poor network access in India, where bandwidth is at a premium (Kaur, 2021). Satellite internet is also being considered by the business for e-commerce sales in remote areas (Kaur, 2021).

Competitive Digitization of Amazon India with Local Players

To take advantage of the country's rapidly expanding e-commerce sector, Amazon is gradually digitising its operations. Second only to the United States in terms of Amazon's distribution of new sellers, India is Amazon's second-largest market (Statista, 2021a). As a means of gaining a foothold in the Indian market, Amazon is increasingly partnering with local vendors. There are several fulfilment facilities around India that Amazon is developing in order to serve rural areas with inadequate Internet access, according to Sawhney (2021). (see Fig. 13)

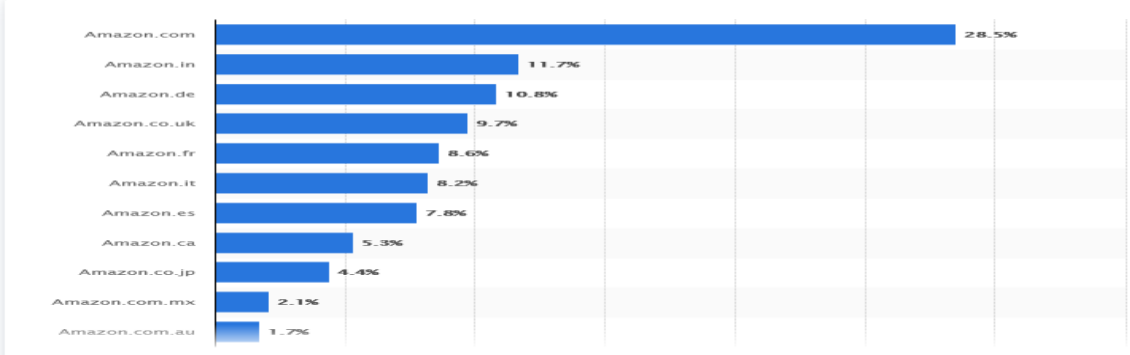

Figure 13.0: Global distribution of new sellers on Amazon marketplae, by country (Statista 2021a)

The Impact of Digital Platforms in Reducing Cross-Border Trade Barriers

As illustrated in Figure 14.0 below, India's IBEF promotes international commerce by serving as a brand agent to connect the home economy with the global market (IBEF). It also organises international trade fairs in India and is a leader in the field of digital transactions, digital marketing, and global trade fairs. IBEF accesses the worldwide market by solidifying the position of Indian brands in important sectors such as textiles, carpets, leather, and medicines through initiatives such as Brand India (IBEF).

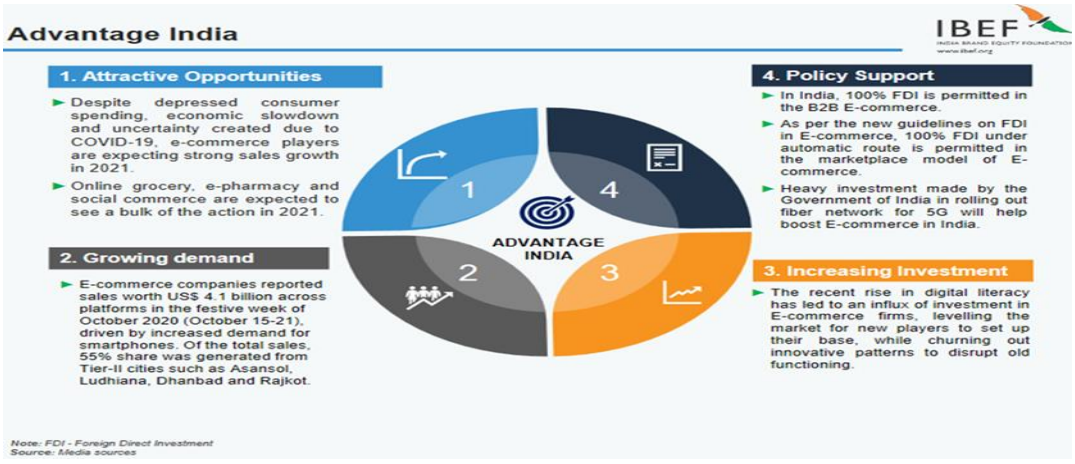

Figure 14.0: IBEF promoting India's E-commerce (IBEF)

Digital advancements such as IoT and Blockchain are quickly revolutionizing India's e-commerce market, resulting in increasing transactions on online platforms without the constraints of physical

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borders. Electronic commerce sites may benefit from the Internet of Things (IoT) by gaining more Their things can be seen, sales can be tracked, and deliveries can be made globally without any cross-border issues. An IoT-enabled central database for Amazon India is kept and constantly updated to give customers with immediate contact, transaction completion, shipment and replacement of purchased items. (Singh and Singh 1577). Blockchain-enabled IoT applications encourage healthy corporate rivalry while also altering the availability of goods for the better. An automated system means that clients may order or get their products or services at any time, regardless of where they are located in the world (Zhu 3).

Discussion:

Despite a few problems that make the trade sluggish, digital dealing or e-commerce in India has continually taken root, as it has in any other country throughout the world. According to the Indian Brand Equity Foundation, India's online grocery business is expected to reach US$ 18.2 billion by 2024, up from US$ 1.9 billion in 2019. (Ibef.org, 2019). Amazon's release of a video streaming service within its store app called MiniTV for users in India, as well as Amazon's acquisition of Bengaluru-based merchandising tech start-up Perpule for Rs. 107.6 crores, are two notable e-commerce advancements in India.

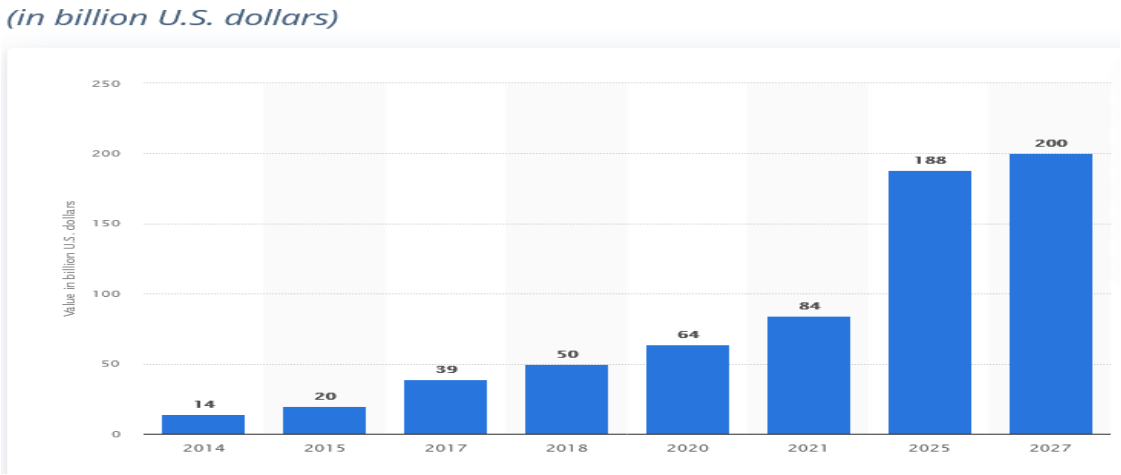

Figure 15.0: India's e-commerce expected growth pattern from 2014 to 2027.

India has developed more appealing business prospects through e-commerce, which protects local enterprises. The rise of e-commerce in India has been fueled by an increase in internet and smartphone penetration across the country. However, this increase is concentrated mostly in metropolitan areas. According to the Indian Brand Equity Foundation, India's internet connections would have expanded dramatically to 776.45 million by September 2020. The 'Digital India' campaign drove the Internet connection initiative, with metropolitan areas accounting for 61% of overall connections.

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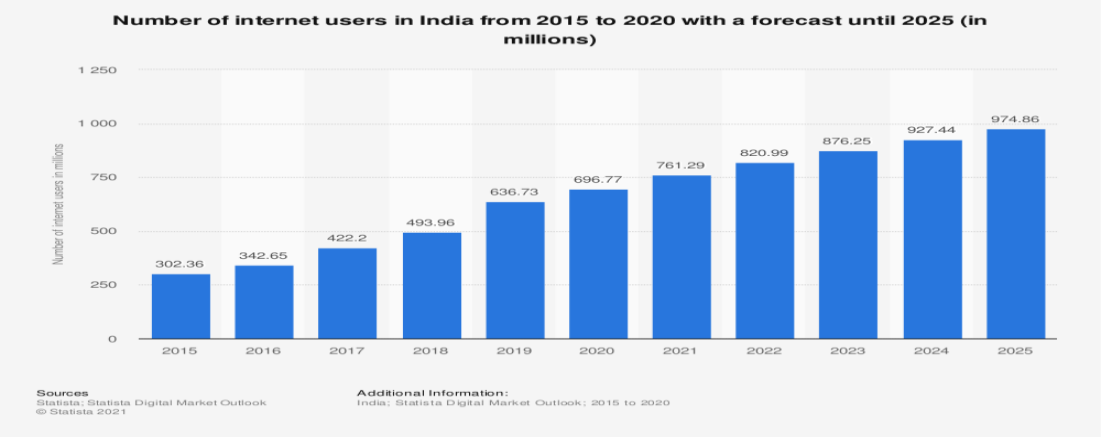

Figure 16.0: internet users in India. source: statistic digital market outlook

According to the United Nations' 2017 High-level Panel Report, women are 14 percent less likely than males to own a mobile phone and have 12 percent less access to the internet globally. India has higher rates because women are less likely to own a cell phone (46 percent), and there is also a digital gap between rural and urban regions (Chakraborty, 2020).

Despite geographical constraints, a shortage of cellphones, and a lack of internet access, digital trading, or e-commerce, is fast taking root in India. The Indian Brand Equity Foundation has played an important part in developing the country's e-commerce by operating as a brand agent tasked with connecting the domestic and international markets.

According to Chakraborty, the Indian government began the Digital India programmer on July 2, 2015. Many projects involving digital investments have emerged since then as a result of the compelling need to expand access to information, communication, and technology through the use of digital connections (Dang). The Indian e-commerce market is also fast expanding, resulting in fierce rivalry among merchants in several areas.

Ecommerce has provided various benefits in India, resulting in the country's amazing economic growth. During the October 2020 holiday season, e-commerce businesses claimed greater revenues due to increasing demand for smartphones. Increased digital literacy has prompted greater investments and the development of more locally produced goods in India. Furthermore, the recent increase in digital literacy has prompted the Indian government to substantially invest in the extension of fibre networks for 5G to assist boost E-commerce in India. The pie chart below depicts the market share of various products and services in India.

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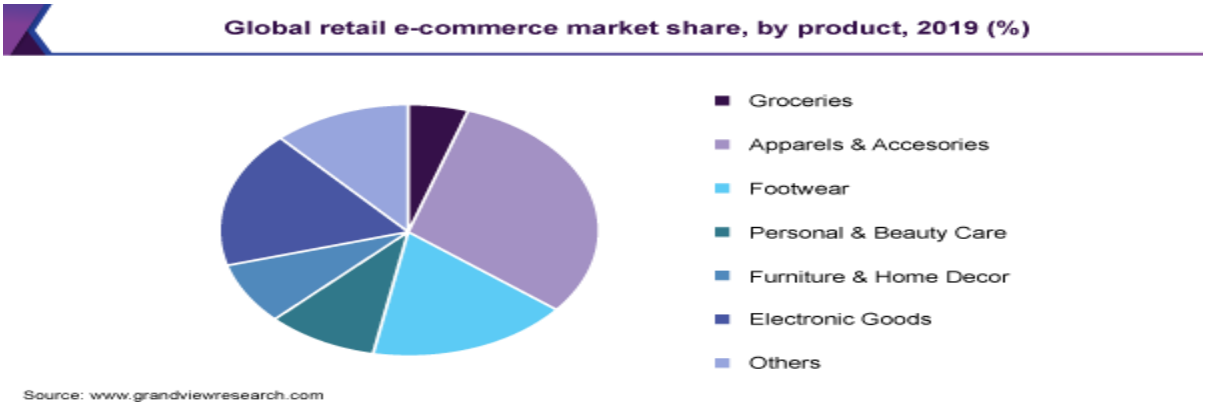

Figure 17.0: Global retail e-commerce market share, by product,2019.source: https://www.grandviewresearch.com/industry-analysis/retail-e-commerce-market

3D printing technology is an excellent example of a prospective solution that could aid in the promotion of e-commerce in India. Amazon has implemented this technology in India, resulting in astonishing outcomes that have aided the expansion of e-commerce. 3D printing supports the use of a local-for-local manufacturing hub in transmitting data digitally, thereby decreasing transit time or other needless costs—companies that have used this technology have seen improved outcomes. 3D printing allows customers to receive the proper items on time and encourages effective retailing services.

Amazon will be able to tailor goods and services based on their customers' individual needs thanks to 3D printing technology, which will improve their customers' experience. As a result, the client's engagement in the whole design and production process will result in a more agile supply chain that is more adaptable to market changes. Furthermore, according to Armbruster (2017, n.p.), it has resulted in the rationalization of logistics and inventories.

The impact of economic geography on the financial performance of the IBEF platform and Amazon India:

IBEF Platform

The IBEF platform has been critical in assuring the global success of Indian firms. IBEF has made a lot of money in addition to supporting Indian firms in succeeding in international markets. According to the company's yearly financial reports, its income has been expanding year after year. IBEF manages a number of investments that generate revenue in the form of interest payments. For example, in 2020, IBEF produced around £180, 853,911 in interest income. In 2019, however, around £167,739,053 was produced (IBEF 2020, 48). This huge growth in the company's income over the last two years is strong evidence of its profitability. Furthermore, IBEF has managed to drastically lower its expenditures. Every organization's performance is determined on its capacity to reduce expenditures while growing revenue. In 2020, there was a large drop in spending when compared to the organization's earnings. The utilization of the IBEF platform by Indian enterprises across all industries has steadily increased.

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Financial Performance of Amazon in India

Figure 20.0: (Online Retail Spending in India). Figure**22.0 :**(Comparison of Visitors for Amazon and Its Competitors)

Notes: 1-The total online retail spending has been increasing gradual as shown on source A, the estimate and the forecast correlates.

2- (Comparison of Visitors for Amazon and Its Competitors)

The source B above compares visitor numbers for Amazon and its competitors from June 2014 to August 2015. The appendix B clearly illustrates that the number of visitors to Amazon's online store has been rising while the number of visitors to some of its competitors has been decreasing. Flipkart is the only rival that has performed much better than Amazon, while visitation to other competitors are decreasing.

Jeff Bezos, the CEO, visited India in 2014 and stated that his business will invest $ 2 billion in South Asia. Amazon Company saw how India has emphasised international enterprises. The country had not accepted international corporations between 1947, when it gained independence, and 1991, when it liberalised.

Amazon said that it will be investing $6 billion in India. Throughout January, they offered $1 billion to help small vendors in the country. By 2025, the company expects to export $10 billion in Indian-made items abroad. Despite this, the corporation is facing hurdles in India, such as antitrust investigations. According to Reuters, instructions from Singapore were not purposefully forced in India, and the norm was authorised by the Indian Supreme Court.

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ECONOMIC GEOGRAPHY OF THE BARRIERS E-TRADE

With the press of a mouse, customers may now purchase things from borderless internet markets. Cross-border internet commerce offers consumers an appealing opportunity owing to the huge choice of items available at cheap costs. The rapidly expanding cross-border electronic commerce industry has destroyed physical boundaries, resulting in the "death of distance." Cultural, linguistic, and physical distance, such as customs obstacles, can increase the distance between nations and hinder cross-border commerce. For example, a person from India or China intending to purchase a goods in the United States will face certain difficulties due to cultural and linguistic differences. Doing business in a foreign country when the language and culture are vastly different from the host country necessitates a complete grasp of the current market channels, consumer preferences, and purchasing behavior. Understanding the local market dynamics might be difficult due to cultural and linguistic obstacles. With globalization and increased cross-border trade, it is unavoidable that many global cultures and languages will mix, blend, and clash.

However, digital platforms such as e-commerce sites aid in bridging the gap imposed by language, cultural, and physical constraints. Digital platforms provide a variety of options for bridging the gap generated by language and cultural limitations (Lendle et al. 2016). Businesses, for example, might decrease psychological and linguistic barriers for cross-border clients by providing e-commerce sites in the local languages (Lendle et al. 2016). For example, a company established in the United States may provide an e-commerce site in local Indian languages rather than English. This makes it simple for those who do not speak English to navigate the site and place orders.

In terms of customs delays, digital platforms have narrowed the gap by providing explicit delivery timeframes and return policies to its cross-border clients (Lendle et al. 2016). They have shortened product delivery or transit times by utilizing express delivery via global airfreight networks (Lendle et al. 2016).

Conclusion:

The Indian market is highly diverse; it is a vast market that supports both domestic and export trades, resulting in economic expansion and investment growth. Despite the fact that the COVID-19 epidemic has had an impact on the Indian economy, it remains robust and optimistic, in contrast to other economies. The Indian market is appealing because it has sufficient governmental support that fosters and encourages investment growth for local consumers and global trade. Because of the advantages gained from effective policies, such as government backing in promoting Indian brands in the global market, India's policy support system fosters a favourable atmosphere for e-commerce enterprises to prosper in a competitive setting.

Due to greater penetration of technology dissemination and higher literacy levels among Indians, India has seen increased internet and smartphone usage in recent years. As a result, it presented an opportunity for most Indians to increase their use of e-commerce, which has exploited the potential of e-commerce enterprises to pull income and maximise profits from local

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customers and through exports. Distance is no longer a hindrance in global trade or export thanks to e-commerce.

E-commerce has been essential in bridging the cultural barrier in India, making it easier for e-commerce enterprises to prosper in addition to crossing the distance and overcoming its restrictions in global trade. Language hurdles and emotional concerns caused by distance to users or clients in the country are avoided by e-commerce platforms. Because e-commerce systems are created using programmed logarithms or coding, all websites may be built in a variety of languages. As a result, e-commerce platforms from other nations may be adapted to the Indian market by coding them in the Indian language and aligning with the behaviours.

Despite growing research on e-commerce and logistics, there are still gaps in this field. This analysis identifies and makes pertinent recommendations to assist future academics in establishing appropriate theories, ideas, or models that are helpful in filling the observed logistics gaps. First, most e-commerce or logistics firms face the difficulty of cash pay-on-delivery, which has received little attention. Because there are expenses involved with the return of items, the problem of cash payment on delivery exposes logistics or e-commerce enterprises to fraud and losses if buyers are not interested in products.

Furthermore, the study revealed research gaps in the actualisation of sustainability by logistics firms, which is critical for logistics to assist decrease operating costs and lower prices for customers. Most e-commerce or logistics organisations use several tracks or aircraft for transportation that are unsustainable due to fuel usage. As a result, this study suggests that additional research be conducted on technologies that might assist firms in accelerating e-commerce and logistics sustainability. For example, UPS's ORION (On-road Integrated Optimisation and Navigation) system has assisted the corporation in reducing fuel consumption, distance travelled, and carbon footprint.

Appendix 1

IBEF financial statement for the year 2019-2021

Appendix 2

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Total interest earned in the financial year 2019-2020.

SCHEDULE "F" FORMING PART OF ACCOUNTS

PARTICULARS	AS AT MARCH 31, 2020 (₹)	AS AT MARCH 31, 2019 (₹)
INTEREST ON INVESTMENTS	17,55,02,460	16,71,76,588
INTEREST ON INCOME TAX REFUND	50,33,737	0
INTEREST ON SAVINGS BANK ACCOUNTS	3,17,714	5,62,465
TOTAL (₹)	18,08,53,911	16,77,39,053

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