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the existing cyber law regime. As a result, the laws need to be changed in order to reduce these kinds of crimes.

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## Study of Increase in Health Insurance premium after 2021

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### 1. ABSTRACT

A Mediciam policy is an indemnity-based plan that provides the insured individual with financial assistance and security in the event of a medical emergency. Consumers select the health insurance plans that best suit their needs, and there is increasing interest in whether they are knowledgeable enough to choose appropriate coverage. The COVID-19 pandemic has awakened everyone to the fact that medical emergencies are unpredictable and can lead to difficult-to-manage financial turmoil. People have begun to recognise the value of having a decent health insurance plan due to the high infection rate. In addition, with the increasing cost of healthcare, access to high-quality facility and hospitalisation costs can be financially strenuous. Therefore, obtaining health insurance for you and your family can give you the extra security you require in situations like these. In addition to the clear advantage of being able to care for your loved ones with financial security, having a health insurance plan is very helpful for fighting the inflation of medical costs. Hospital claims resulting from Covid treatment are steadily rising, and the pandemic has also caused medical inflation to

hit 19.5 percent. One of the factors contributing to the anticipated rate increase is COVID-19. According to reports, the health insurance firms have received claims totalling Rs 14,000 crore, of which they have only paid out Rs 9,000 crore. "The ongoing spread of Covid has placed a significant financial burden on insurance firms, which is one of the causes of the rise in health insurance premiums. There are some imputations for a rise in health insurance rates even though there was no change in the first quarter of 2021. The client was unable to select the best health insurance plan due to confusion caused by the premium price increase.

2. **Keywords:** - Health Insurance Policies – Premium.

3. **Introduction:** -

A health insurance policy extends protection against medical costs acquired as a result of injuries, illnesses, or accidents. Such a policy may be obtained by an individual for a specific period in exchange for monthly or yearly premium payments. The insurance company will cover the costs of treatment if an insured person has a mishap or is found to have a serious illness during this time. By 2022, it is predicted that India's healthcare industry will be worth US\$ 372 billion, reflecting the nation's anticipated rise in medical costs.

These astounding numbers, along with the increasing cost of healthcare, highlight the significance of health insurance in India. According to a Local Circle survey from August 2021 to August 2022, which received responses from 20,000 people in 287 districts, it was discovered that 38% of the nearly 10,000 people who responded to the question "how much has your annual insurance increased in the last 12 months" said they had paid 50% or more, 24% had paid 25%–50% more, and 11% had seen their health insurance premium increase. Only 28% of people did not have to pay more, saw their insurance premiums drop, or were unaware because their workplace takes care of it.

4. **Understanding Health Care System in India:** - India has one of the biggest healthcare systems in the globe. Despite significant obstacles, the nation offers over a billion people free, albeit rudimentary, healthcare. That's a significant achievement! It has also experienced notable victories, such as the 2011 polio eradication. Additionally, between 1990 and 2016, India saw a remarkable 50% decrease in communicable illnesses. These are impressive accomplishments for the nation with the largest population. However, some grim figures lie behind these successes. According to the World Health Organization's ranking of the world's healthcare institutions, the nation comes in at number 112 out of 191 nations. The infant fatality rate in the world is still too high; it is roughly seven times higher than in the US. The healthcare system in India has many significant drawbacks for both citizens and tourists. India has free treatment for all. 90% of the populace in some states utilises the free, government-run institutions.

5. **Review of Literature:** -

A. **Sunil Kumar Singh (2021)** Impact of health insurance claim settlement procedure on Customer satisfaction an empirical study in Delhi and NCR. The researcher states that IRDA and Insurers need to make efforts to educate the Customer regarding their offering and the service being offered by them. The company need to review periodically the performance of the TPAs and bring about changes to provide customer satisfaction. He future states that there need to be good coordination between the Insurer, TPAs and the network hospital in order to provide best customer satisfaction level. At the end of the day speedy claim settlement matters a lot for to bring high level of customer loyalty.

B. **Suman Devi(2019): Problems and Prospects of Health Insurance Sector in India.** Suman Devi in her research work states that Health insurance coverage to all should be the prime motto of the Health insurance Company.

Easy access to the health care facility and cost controlling measure should be undertaken by the company in order to make the premium affordable to all. He averred that the biggest challenge is to help in financing the weaker section of society.

**C. Kumar & Sohal (2018)** focused on calls for significant reforms to reduce out of pocket expenditure and some expected & unexpected payment methods. The objective of the health care system is not only securing against medical expenditure but also enabling plans to meet up financial health care systems. Many people face financial difficulties to meet their medical expenses. The medical expenses have been rising resulting in a rise in demand for health care. Under this condition many people may not be able to use health care services and without proper advice from the professional Doctor leading to self- medication which may results into the drug confrontation

**D. Pareek (2018)** states that despite 70 years of independence people are not be delivered with quality medical facilities. Only 1/4th of the population is being covered under health insurance either from public or government agencies.

**E. Policy bazaar (2017)** In its Article "Health Insurance in India – The Need for Public Awareness". This article state that people getting health insurance is increasing year on year. But it was quite surprising that only 15% of the total population is been covered under health insurance whereas only 5% goes for voluntary enrolment. The main reason for low accountability to buy health insurance policy is lack of financial literacy and awareness about the Health insurance.

**F. Madhu Arvind (2017)** In his artefact "ROLE OF DATA ANALYTICS IN DEMOCRATIZING HEALTH INSURANCE IN INDIA", affirms that health insurance has been a part of the India's population covering 2% of the individual policy holder, 3% corporate policy holder and 20%

through various government schemes. India ranks second in the world population but far behind in terms of better and quality health insurance sector.

#### 6. Objectives of the study: -

The Following are the objectives of the study been conducted:

1. To study the reason for change in Premium of Health insurance policy.
2. To study the rise in premiums attributed to the change in standardisation of health policy.
3. To Study Standardization Guidelines for Health Insurance Policy

**7. Scope of the study:**The study covers the rise in Health insurance premium. Secondary data are been used for the study.

**8. Research Methodology of the study: -**  
Sources of the data: - Secondary data are been used for the study.

Analysis of the data: - Data and Descriptive analysis of the study has been done.

#### 9. Data Analysis:

A) Data Analysis of Star Health Insurance Company:

Comparative analysis of 2017 and 2023 for 5Lac sum assured premium excluding tax for 2 Adult and 1 children			
Age	2017	2023	Increase
16days- 35	9850	13170	33.70558376
36-45	10850	14340	32.16589862
46-5	15750	23540	49.46031746
51-55	19690	25810	31.08176739
56-60	23625	31070	31.51322751
61-65	28350	49800	75.66137566
66-70	34020	62250	82.98059965
71-75	40825	80930	98.23637477
76-80	48990	105210	114.7581139
above 80	58785	105210	78.97422812

**Table No 1**

Data Interpretation:

a) The table no 1 represent the Data interpretation of Star Health Insurance company for a sum assured of Rs 5Lac sum assured premium excluding tax for 2 Adult and 1 children. It is very clear from the analysis for the year 2017 and 2023 premium chart that

average premium has been shotted up more than 62.85% for the different age group, in some cases for the age group of 61-80 age it has been increase by more than 75% and for the age group of 76-80 it has been increased by 114%.

**Comparative analysis of 2017 and 2023 for 10Lac sum assured premium excluding taxfor 2 Adult and 1 children**

Age	2017	2023	Increase
16days- 35	12215	19110	56.44699
36-45	14105	21510	52.49911
46-5	20475	34910	70.50061
51-55	25595	38750	51.39676
56-60	30715	45540	48.26632
61-65	36855	72987	98.03826
66-70	44225	91240	106.3086
71-75	53070	118620	123.5161
76-80	63685	154210	142.1449
above 80	76425	154210	101.7795

**Table no 2**

b) The table no 2 represent the Data interpretation of Star Health Insurance company for a sum assured of Rs 10Lac sum assured premium excluding tax for 2 Adult and 1 children. It is very clear from the analysis for the year 2017 and 2023 premium chart that average premium has been shotted up more than 85% for the different age group, in some cases for the age group of 61-80 age it has been increase by more than 98% and for the age group of 76-80 it has been increased by 142%.

**Comparative analysis of 2017 and 2023 for 15Lac sum assured premium excluding taxfor 2 Adult and 1 children**

Age	2017	2023	Increase
16 days- 35	14475	23760	64.14508
36-45	16715	26510	58.60006
46-5	24265	39910	64.47558
51-55	30330	44250	45.89515
56-60	36395	51040	40.23904
61-65	43675	81737	87.14825
66-70	52410	98090	87.15894
71-75	62890	127520	102.7667
76-80	75465	165780	119.678
above 80	90560	165780	83.06095

**Table no 3**

c) The table no 3 represent the Data interpretation of Star Health Insurance company for a sum assured of Rs 15Lac sum assured premium excluding tax for 2 Adult and 1 children. It is very clear from the analysis for the year 2017 and 2023 premium chart that average premium has been shotted up more than 42.79% for the different age group, in some cases for the age group of 61-80 age it has been increase by more than 83% and for the age group of 76-80 it has been increased by 119%.

**Comparative analysis of 2017 and 2023 for 5Lac sum assured premium excluding tax for 2 Adult and 2 children**

Age	2017	2023	Increase
16days- 35	12350	14800	19.83805668
36-45	13500	16410	21.55555556
46-5	17950	25390	41.44846797
51-55	22440	28170	25.53475936
56-60	26925	33330	23.78830084
61-65	32310	53400	65.27390901
66-70	38770	66750	72.16920299
71-75	46525	86780	86.52337453
76-80	55830	112820	102.077736
above 80	67000	112820	68.3880597

**Table no 4**

d) The table no 4 represent the Data interpretation of Star Health Insurance company for a sum assured of Rs 5Lac sum assured premium excluding tax for 2 Adult and 2 children. It is very clear from the analysis for the year 2017 and 2023 premium chart that average premium has been shotted up more than 52.65% for the different age group, in some cases for the age group of 61-80 age it has been increase by more than 65% and for the age group of 76-80 it has been increased by 102%.

**Comparative analysis of 2017 and 2023 for 10Lac sum assured premium excluding tax for 2 Adult and 2 children**

Age	2017	2023	Increase
16days- 35	15560	20920	34.44730077
36-45	17550	23520	34.01709402
46-5	23335	37090	58.94578959
51-55	29170	41610	42.64655468
56-60	35005	49570	41.60834167
61-65	42005	77414	84.29710749
66-70	50405	96770	91.98492213
71-75	60485	125810	108.001984
76-80	72580	163560	125.3513365
above 80	87095	163560	87.79493656

Table no 5

e) The table no 5 represent the Data interpretation of Star Health Insurance company for a sum assured of Rs 10Lac sum assured premium excluding tax for 2 Adult and 2 children. It is very clear from the analysis for the year 2017 and 2023 premium chart that average premium has been shotted up more than 70.90% for the different age group, in some cases for the age group of 61-80 age it has been increase by more than 84% and for the age group of 76-80 it has been increased by 125%.

Comparative analysis of 2017 and 2023 for 10Lac sum assured premium excluding tax for 2 Adult and 2 children			
Age	2017	2023	Increase
16days- 35	18440	25560	38.61171367
36-45	20795	28520	37.14835297
46-5	27650	42090	52.22423146
51-55	34565	46610	34.84738898
56-60	41480	55070	32.76277724
61-65	49775	86164	73.10698142
66-70	59730	103400	73.11233886
71-75	71675	134420	87.54098361
76-80	86010	174750	103.1740495
above 80	103210	174750	69.31498886

Table no 6

f) The table no 6 represent the Data interpretation of Star Health Insurance company for a sum assured of Rs 15Lac sum assured premium excluding tax for 2 Adult and 2 children. It is very clear from the analysis for the year 2017 and 2023 premium chart that average premium has been shotted up more than 60.18% for the different age group, in some cases for the age group of 61-80 age it has been increase by more than 73% and for the age group of 76-80 it has been increased by 103%.

**Data Analysis of Bajaj Alliance General Insurance Company:**



Comparative analysis of 2017 and 2023 for 5Lac sum assured premium excluding tax for 2 Adult and 1 children

Age	2021	2023	Increase
18-25	11582	17990	55.327232
26-30	12388	19805	59.872457
31-35	12929	20910	61.729445
36-40	14147	22090	56.146179
41-43	14147	23380	65.26472
44-46	16211	26830	65.504904
47-49	19843	31285	57.662652
50-52	19843	34395	73.335685
53-55	25214	37610	49.163163
56-58	32364	41320	27.672723
59-61	32364	46175	42.673959
62-64	42798	51740	20.8935
65-67	42798	65385	52.775831
68-70	55964	77600	38.660568
71-73	71302	86255	20.971361
74-76	71302	99260	39.210681
77-79	80160	110060	37.300399
80-82	80160	127845	59.487275
83 and above	80160	147900	84.505988

Table 7

g) The table no 7 represent the Data interpretation of Bajaj General Insurance company for a sum assured of Rs 5Lac sum assured premium excluding tax for 2 Adult and 1 children. It is very clear from the analysis for the year 2021 and 2023 premium chart that average premium has been shotted up more than 50.97% for the different age group, in some cases for the age group of 18-49 age it has been increase by more than 50% and for the age group of 50-52 it has been increased by 73%.



Comparative analysis of 2017 and 2023 for 10 Lac sum assured premium excluding tax for 2 Adult and 1 children

Age	2021	2023	Increase
18-25	16138	24965	54.696988
26-30	17274	27315	58.127822
31-35	18037	28590	58.507512
36-40	19752	30500	54.414743
41-43	19752	31985	61.932969
44-46	22660	35845	58.186231
47-49	27778	40825	46.968824
50-52	27778	44480	60.126719
53-55	35345	48360	36.822747
56-58	45455	52940	16.466835
59-61	45455	59005	29.809702
62-64	60155	65915	9.5752639
65-67	60155	81260	35.084365
68-70	78705	95125	20.862715
71-73	100314	105755	5.4239687
74-76	100314	121725	21.34398
77-79	112794	135160	19.829069
80-82	112794	158260	40.308882
83 and above	112794	184470	63.545933

Table no 8

h) The table no 8 represent the Data interpretation of Bajaj General Insurance company for a sum assured of Rs 10 Lac sum assured premium excluding tax for 2 Adult and 1 children. It is very clear from the analysis for the year 2021 and 2023 premium chart that average premium has been shotted up more than 39.58% for the different age group, in some cases for the age group of 18-49 age it has been increase by more than 45% and for the age group of 50-52 it has been increased by 60%.



Comparative analysis of 2017 and 2023 for 15 Lac sum assured premium excluding tax for 2 Adult and 1 children

Age	2021	2023	Increase
18-25	18335	33650	83.52877
26-30	19621	36345	85.235207
31-35	20484	37820	84.631908
36-40	22426	41740	86.12325
41-43	22426	43630	94.550968
44-46	25719	47895	86.224192
47-49	31513	53305	69.152413
50-52	31513	57235	81.623457
53-55	40080	61535	53.530439
56-58	51513	66865	29.802186
59-61	51513	74100	43.847184
62-64	68156	82335	20.803744
65-67	68156	99205	45.555784
68-70	89157	114520	28.44757
71-73	113622	126885	11.672915
74-76	113622	145445	28.00778
77-79	127752	161075	26.084132
80-82	127752	188020	47.175778
83 and above	127752	218600	71.112781

Table no 9

i) The table no 9 represent the Data interpretation of Bajaj General Insurance company for a sum assured of Rs 15Lac sum assured premium excluding tax for 2 Adult and 1 children. It is very clear from the analysis for the year 2021 and 2023 premium chart that average premium has been shotted up more than 56% for the different age group, in some cases for the age group of 18-49 age it has been increase by more than 81% and for the age group of 41-53 it has been increased by 94%.

j) The table no 10 represent the Data interpretation of Bajaj General Insurance company for a sum assured of Rs 5Lac sum assured premium excluding tax for 2 Adult and 2 children. It is very clear from the analysis for the year 2021 and 2023 premium chart that average premium has been shotted up more than 50.65% for the different age group, in some



cases for the age group of 18-49 age it has been increase by more than 40% and for the age group of 83 and above it has been increased by 93%.

Comparative analysis of 2017 and 2023 for 5Lac sum assured premium excluding tax for 2Adult and 1 children			
Age	2021	2023	Increase
18-25	13846	20040	44.734941
26-30	14581	21420	46.903505
31-35	15074	22860	51.651851
36-40	16184	24300	50.148295
41-43	16184	26215	61.980969
44-46	18066	29775	64.812355
47-49	21377	34180	59.891472
50-52	21377	37490	75.375403
53-55	26619	40825	53.367895
56-58	33452	44405	32.742437
59-61	33452	49200	47.076408
62-64	44237	54745	23.753871
65-67	44237	68175	54.113073
68-70	57846	80270	38.764997
71-73	73700	89070	20.854817
74-76	73700	103105	39.898236
77-79	82856	115200	39.036401
80-82	82856	136160	64.333301
83 and above	82856	159985	93.088008

Table no 10

k) The table no 11 represent the Data interpretation of Bajaj General Insurance company for a sum assured of Rs 10Lac sum assured premium excluding tax for 2 Adult and 2 children. It is very clear from the analysis for the year 2021 and 2023 premium chart that average premium has been shotted up more than 39.12% for the different age group, in some cases for the age group of 18-49 age it has been increase by more than 44% and for the age group of 83 and above it has been increased by 70%.



Comparative analysis of 2017 and 2023 for 10 Lac sum assured premium excluding tax for 2 Adult and 1 children			
Age	2021	2023	Increase
18-25	19290	27965	44.971488
26-30	20325	29710	46.174662
31-35	21020	31465	49.690771
36-40	22584	33150	46.785335
41-43	22584	35465	57.035955
44-46	25235	39475	56.429562
47-49	29900	44410	48.528428
50-52	29900	48430	61.973244
53-55	37285	52550	40.941397
56-58	46983	56970	21.256625
59-61	46983	62890	33.856927
62-64	62177	69650	12.018914
65-67	62177	84710	36.240089
68-70	81351	98430	20.99421
71-73	103687	109245	5.3603634
74-76	103687	127210	22.686547
77-79	116587	142780	22.466484
80-82	116587	169240	45.161982
83 and above	116587	199215	70.872396

Table no 11

Comparative analysis of 2017 and 2023 for 15 Lac sum assured premium excluding tax for 2 Adult and 1 children			
	2021	2023	Increase
18-25	21917	39010	77.989688
26-30	23089	41010	77.617047
31-35	23876	43035	80.243759
36-40	25646	45005	75.485456
41-43	25646	47690	85.954925
44-46	28648	52090	81.827702
47-49	33929	57475	69.39786
50-52	33929	62090	82.999794
53-55	42290	66870	58.122488
56-58	53245	72015	35.252136
59-61	53245	78895	48.173537
62-64	70447	86700	23.071245
65-67	70447	103170	46.450523
68-70	92155	118315	28.386957
71-73	117443	130895	11.454067
74-76	117443	151275	28.807166
77-79	132048	169055	28.025415
80-82	132048	200500	51.838725
83 and above	132048	236340	78.980371

Table no 12

l) The table no 12 represent the Data interpretation of Bajaj General Insurance company for a sum assured of Rs 10Lac sum

assured premium excluding tax for 2 Adult and 2 children. It is very clear from the analysis for the year 2021 and 2023 premium chart that average premium has been shotted up more than 56.31% for the different age group, in some cases for the age group of 18-49 age it has been increase by more than 77% and for the age group of 83 & above it has been increased by 78.98%.

**10. Hypothesis:-**The current study will be conducted to examine, test, and verify the following hypotheses:

**Null Hypothesis:** There is no significant difference in Premium of Health insurance policy after 2021.

**Alternate Hypothesis:** There is significant difference in Premium of Health insurance policy after 2021.

**11. Testing of Hypothesis:**

From the data interpretation of table 1 to 12 it is been observed that there is increase in premium after 2021. Since the Alternative Hypothesis is been proved.

**12. Limitation of the study:** - The report only includes costs for health insurance after 2021. The study considers family floaters with two adults plus one child and two adults plus two children. Due to time restrictions, the study examines the increases in premiums for Star Health Insurance and Bajaj Health Insurance.

**13. Findings:** - The Rise in premium is due to the following reasons:

**a. An increase in the number of diseases:** The addition of new diseases is the primary cause of the rise in health insurance premiums. Numerous serious diseases have been covered by the medical insurance coverage by IRDAI. The insurance plan covers psychological illnesses, genetic abnormalities, neurological conditions, and mental health issues. As a result, insurance premiums will inevitably rise.

**b. Inflation:** A general rise in prices and a decline in the purchasing power of money are both considered signs of inflation. Prices have increased due to the present inflation rate of

5.3 percent. The rise in premiums is primarily related to medical inflation, which is caused by a number of variables including rising hospital expenses and new developments in medical technology and treatment. In a developing economy like India, where healthcare is advancing significantly, these factors are always prevalent. The cost of claims has increased as a result of numerous changes in the treatment protocol brought about by the pandemic. Among Asian nations, India had the highest medical inflation rate of 14% in 2021, followed by China (12%), Indonesia (9%), Vietnam (9%), and the Philippines. (9 per cent).

**c. Rise in Demand:** The law of demand is a key factor in how much the product's price rises. The price of a product increases in tandem with an increase in demand. Due to the pandemic's effects, more people realised the value of health insurance, which caused a rapid increase in the demand for medical services and, ultimately, a rise in the cost of health insurance premiums.

**d. Increase in claim settlement:** The premiums that are collected from policyholders are where insurance companies get their revenue, and if no claims are made, the complete sum becomes their income. Health insurance companies profit by taking the chance that a client won't require hospitalisation for medical care. It operates based on the likelihood that an occurrence will occur. And whatever danger the business perceives is reinsured with some other firms. But in COVID, every computation is unsuccessful. A claim for \$14,000 crore has allegedly been made to insurance companies. Due to the significant strain this has placed on the insurance provider, they are now forced to raise the cost of health insurance.

**e. New Standardization Guidelines for Health Insurance Policy:** With the exception of fraud or claims made against the exclusion of the policy after the moratorium time, insurance companies are no longer allowed to deny any claims when the premium has been paid

consistently for eight years. Both healthcare professionals and consumers must now offer and access remote consultations due to the COVID-19 pandemic. The cost of these online consultations can be quite high, which would be costly for the insured individual. As a result, IRDA has made the decision to require health insurance providers to cover telemedicine when necessary. Medical professionals and patients can now easily access medical opinions thanks to this decision. Within 30 to 45 days of the policyholder receiving the final needed document, the claim should be resolved. In the event that the insurer delays in settling a claim, the insurance company is responsible for paying interest on the claim amount at a rate that is 2% higher than the bank rate.

**14. Conclusion:** -Increase in premium are primarily related to medical inflation, sudden rise in demand due to covid, increasing mortality rate and also due to increase in hospitalization, which in turn result of a number of variables including increasing expenses, new developments in medical science and technology, etc. The advantages and protection of health insurance policyholders have increased with the increase in premiums, though.

**15. Suggestions:** - Even though you have no control over premium increases, you can exercise care when buying and renewing health insurance plans.

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## Why are Study of the need for Sustainable Development in India

Mr. Gajanan Dhannu Rathod,  
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N.L.S.College,  
Jaitpur-Daudpur, Saran, Bihar

\*\*\*\*\*

**Abstract:**

In this is research papers, there is no intention to hurt anyone's feelings, it is necessary to know what is truth history of sustainable development. It is said that the concept of sustainable development given the basis of the United Nations Conference on Environment and Development held in Rio de Janeiro in years 1992. It was attended by over 100 Heads of State and representatives from 178 national governments. The Summit was also attended by representatives from a range of other organization's representing civil society. Sustainable development was the solution to the problems of environmental degradation discussed by the Brundtland Commission in the 1987 report Our Common Future, it is truth. It is before that necessary to look at the history of sustainable development in India. SD is a concept for the large confusion among common man. The main aim of this research paper who first invented the concept of SD. In India, the first idea of SD was contemplated in first used or introduced for during period of January 26, 1950 in Indian constitution and the concept of SD is explored in India. SD is very important for the economy because of the SD depend on natural resources are scars they maintain equity in income group. In context of India, climate

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## Shopping Perception of College Students towards E-Commerce Platforms with special reference to Thane city

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**Corresponding Author- Dr. Usha V Bhandare**

### Abstract

The use of electronic commerce applications for buying and selling of goods and services is increasing day by day. The availability of infrastructure facilities with internet connectivity not only in urban areas but also in rural areas is the main cause in increasing its usage. It is observed that majority young populations fond of to buy goods and services through online by using various applications of e-commerce websites. Hence, the researcher has determined two major objectives while studying the perceptions of students towards e-commerce and its applications. Firstly, the perceptions of students towards e-commerce websites and secondly, factors influencing online purchases while using its applications. The researcher found that young generations is very much addictive towards e-commerce websites to fulfill their all expectations specially goods such as animated jewellery, cloths, cosmetics, electronics and books etc. There are various factors influenced them for online purchases such as quality products at affordable price, care of personal security, easy navigation, save time and energy and so on. Primary data was collected from college students through structured questionnaire while conducting study on the above topic and same was analyzed by using statistical tools. Chi-square test applied to test hypothesis.

**Key Words-** E-commerce, Internet Connectivity, Applications, usage.

### 1. Introduction

India's ecommerce order volume increased 36% in the final quarter of 2020. Of all ecommerce sectors; health, wellness, and beauty saw the biggest increase during that time period. Post-pandemic, Bank of America predicts that the total size of the Indian commerce market will be near \$200 billion by 2025<sup>1</sup>. Today, Indian society has made E-commerce an integral part of their daily lives. Accessibility to E-commerce platforms is become a necessity for most people, particularly in the urban areas. In India, a total of 259.14 million internet and broadband subscribers who are using e-commerce applications in their daily purchases. Online shopping is rapidly growing in fastest pace. Today, more than 65% of people shop online as it is comfortable

mode of shopping by just click of mouse. It is observed that majority of young population are more addictive in doing online shopping. It is said that in 2021, the number of annual online shoppers was about 185 million across India. This was a significant increase as compared to the previous year. The annual number of shoppers are likely to increase to 425 million in 2027<sup>2</sup>. The reasons behind this, definitely the growing population of usage of internet and e-commerce applications in buying goods. Hence, the researcher has chosen the above topic to find out the perception of college students towards e-commerce applications and problem faced during using of applications.

### 2. Objectives of the study

1. To provide a detailed understanding of e-commerce growth in India
2. To understand the perceptions of college students towards e-commerce platforms

<sup>1</sup> <https://www.talon.one/blog/a-look-at-the-current-state-of-ecommerce-in-india>

<sup>2</sup> [statista.com/statistics/1191958/india-number-of-annual-online-shoppers](https://www.statista.com/statistics/1191958/india-number-of-annual-online-shoppers).



3. To study the factors influencing for online purchases through e-commerce platforms.

### 3. Hypothesis of the study

**H<sub>0</sub>** – There is no significance difference between the age groups and perceptions of college students in using e-commerce platforms.

**H<sub>1</sub>**- There is significance difference between the age groups and perceptions of college students in using e-commerce platforms.

### 4. Literature Review

1. **Tanushree et al (2016)**<sup>3</sup> – The paper explores the impact of e-commerce on young generation. The study has been done keeping in mind the objectives such as impact of e-commerce on local markets and businesses, impact on entrepreneurship development and impact of e-commerce on the youth in NCR region. It is found that e-commerce brings changes in their way of living and had strong impact on socio-economy status by providing new opportunities of entrepreneurship and marketing. The paper is based on secondary data.

2. **Dr.Rajesh R.(2020)**<sup>4</sup>- This paper attempts to highlights the different challenges faced by the e-commerce in India. The study found that in the world of e-commerce, the existence of the wholesaler is at the greatest risk whereas, e-commerce business provides more opportunities to logistics.

3. **Prof.Dr.Swapna Pradhan et al(2017)**<sup>5</sup> – This study aims at understanding

customers perception of content of five leading e-commerce sites in India i.e flipkart, amazon, snapdeal, shopclue and paytm. The paper is descriptive qualitative in nature. The data has been collected using a close ended structured questionnaire from people having a experience with e-commerce purchases. The major finding of the study indicates that amazon is the most popular websites chosen by people due to genuine products, user friendly transactions flow, order tracking system and return policy.

4. **Prof.Dr.Ms. Vandana (2023)**<sup>6</sup> – This study aims to investigate the demographic profile of college students. The research also aimed to find out the elements that influenced internet shopping. Researcher has collected primary data from 96 colleges students' respondents and analyzed paper by using chi square test.

5. **Rajas Mote et.al (2022)**<sup>7</sup>- The present paper focused on usage of Internet for online shopping by consumers. Researchers found that consumer perception of online shopping are influenced by major factors such as information, promotional offers, quality products, usefulness etc. According to the study, young people are turning to internet purchases to meet their purchasing needs. Researchers also found that companies also use the internet to

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ption\_of\_Content\_for\_E-commerce\_Sites\_in\_India

3

Sanwal, T. (2016, March). E-commerce and its impact on the minds of young generation. *International Journal of Scientific and research publication*, 6(3), 112-117. Retrieved June Monday, 2023, from [www.ijsrp.org](http://www.ijsrp.org)

<sup>4</sup> Rawat, D. (2020, March). A Study on Impact of E-commerce. *International Journal of Innovative, social science and Humanities research*, 7(1), 47-55. Retrieved June SUNDAY, 2023, from [www.ijisshr](http://www.ijisshr.com)

5

[https://www.researchgate.net/publication/319953301\\_A\\_Comparative\\_Study\\_of\\_Customer\\_Perc](https://www.researchgate.net/publication/319953301_A_Comparative_Study_of_Customer_Perc)

<sup>6</sup> Purohit, P. V. (2023, Feb). College students perception towards online shopping in Solapur city: A study. *International Research Journal of Humanities and interdisciplinary studies*, 219-233. doi:03.2021-11278686

<sup>7</sup>et.al, R. M. (2022, March). Consumer Perception towards E-commerce platform. *International Journal of creative research thoughts*, 10(3), 531-536. Retrieved July Monday, 2023, from [www.ijcrt.org](http://www.ijcrt.org)

convey, communicate and disseminate information in order to sell products, feedback and conduct customer satisfaction survey.

### 5. Research Methodology

The present study is mainly based on primary data which has been collected from the college students studying different colleges in Thane city. The structured questionnaire was prepared for data collection and circulated online and offline among the students. Convenient and random

sampling method was followed. The total 95 data were collected due to time constraints. The collected data has been analyzed and presented with the help of tables and graphs. The Chi-square test is applied to test hypotheses that were framed to analyze relationship between the categorical variables. The researcher has used excel software to do both descriptive and inferential analysis.

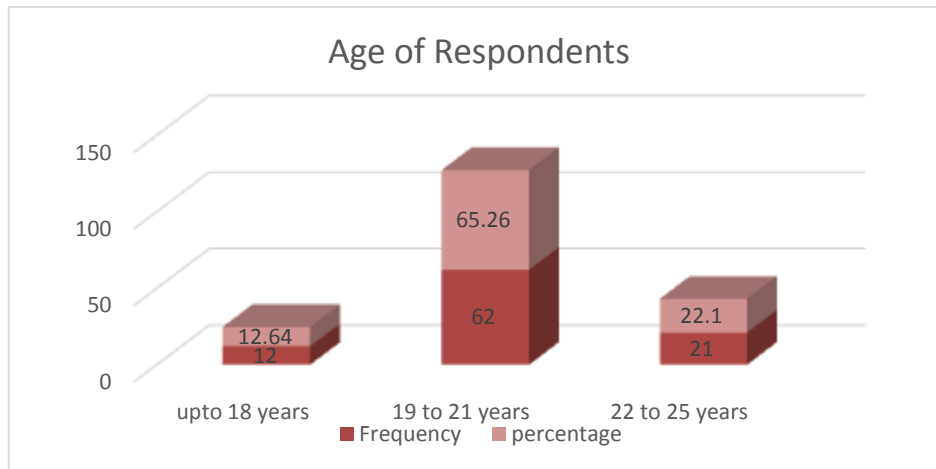
### 6. Data Analysis and Interpretation

**Table No 1 Age Group of Respondents**

Age Group of Respondents	Frequency	Percentage
Upto 18 years	12	12.64
19 to 21 years	62	65.26
22 to 25 years	21	22.10
<b>Total</b>	<b>95</b>	<b>100</b>

Source: Primary data

*Graph No -1*



### Interpretation

From the above graph, majority respondents are belonging to 19 to 21 years followed by 21

respondents are from age group of 22 to 25 years and only 12 respondents are from age group upto 18 years

**Table No-2**

### Respondents Perception about E-Commerce platforms in India

Perceptions	Frequency	Percentage
Websites are designed properly	08	8.42
Easy navigation	07	7.36
Continuous offers	17	17.89
Easy payment navigation	10	10.52
Selling quality products	15	15.78
Availability of diversified products	19	20
Care of personal privacy and security	19	20

Source: Primary Data

### Interpretation

From the above table it is observed majority of them opined that availability of **diversified products** and **care of personal privacy and security** are the

factors that they get attracted towards e-commerce platforms to buy goods and services. Out of 95 respondents, 18% respondents have positive approach towards e commerce platform due to **continuous**

offers whereas 16% respondents opined that every e-commerce platform are selling quality products.

Table No-3



Source : <https://www.ibef.org/industry/ecommerce>

Table No-4: Popular E-commerce platforms and their current status in Indian Market

E-commerce platforms	Market Share	Revenue generation
Flipkart.com	48	511 billion
Amazon.com	52	538 billion
Snapdeal	52	187 billion
Myntra	40	510 billion
Meesho	52	400 billion
Ebay	40	9.940 billion
Shopclue		273 billion

Source : <https://retail.economictimes.indiatimes.com/news/e-commerce/e-tailing/2023-a-peek-into-indias-evolving-e-commerce-market/96684905#:~:text=While%20US%20e%2Dcommerce%20giant,festive%20season%2C%20the%20report%20highlighted.>

Table N0-5: Factors Influenced for online purchases

Factors	Frequency	Percentage
Product quality	64	67.36
Affordable price	60	63.15
Convenience and saves time	58	61.05
Variety products	42	44.21
Easy navigation	40	42.10
Refund policy	35	36.84
Promotional offers	47	49.47

Source: Primary data

### Interpretation

Respondents were asked about the variables that influenced them to shop online during the research study. During the survey, 67.36% stated that 'Product Quality' were the factors that motivated them to purchase online whereas 'Affordable price' were cited by 63.15 percent of respondents as motivators for online buying. 'Convenience and saves time' was cited by 61.05% followed by 49.47% responded stated that promotional offers as an important factor in their decision to order online. It is observed that 42 and 40 respondents said that Availability of variety products and Easy navigation are

the factors motivated them to buy products online. A very few respondents i.e are 35 only said that Refund policy is friendly user which motivated them to buy products through online

### 7. Result of Hypothesis testing

#### Chi-square test

1.  $H_0$  – There is no significance difference between the age groups and perceptions of college students in using e-commerce platforms.
2.  $H_1$  – There is significance difference between the age groups and perceptions of college students in using e-commerce platforms.

**Calculated chi square value = 0.6101**

Degrees of freedom = 1

***p value*** = 0.434739

**Decision:** *p value* > 0.05, hence we accept H<sub>0</sub>, and conclude that there is no significance difference between the age groups and perceptions of college students in using e-commerce platforms.

### 8. Limitations of the study

The paper is based on descriptive qualitative data which may differ from age groups and also gender wise. The data collected only from female students and avoided data of male students. The data is very limited as it collected from only 95 respondents and restricted to thane city only.

### 9. Scope for future study

The researcher can conduct the same type of study at different colleges located in different states as well as comparatively study between the respondents located at rural and urban areas where perceptions and problems may not be same like colleges in Thane city. The different parameters can be used by the researcher such as challenges, opportunities and strategies used by e-commerce platforms to retain customers for longer period of time.

### 10. Finding of the study

1. Majority of respondents are belonging to age groups of 19 to 21 years.
2. Equal 20% of respondents opined that availability of diversified products and care of personal security on e-commerce influenced them to buy from different platforms.
3. 18% respondents viewed that continuous offers on e-commerce platform is most attraction towards e-commerce platforms
4. It is also observed that Indian e-commerce market share is increasing every year i.e US\$46.2% billion in 2020 Financial year to US\$350 billion in 2030 FY.
5. Among all e-commerce platforms, Amazon.com US\$538 billion high in revenue generation followed by flipkart.com US\$511 billion and myntra US\$510 billion in Indian market
6. Majority respondents 67.36% are stated that products quality on e-commerce platforms influenced for online purchases followed by 63.15% said that affordable price is most important factor encourage them for online purchase.

7. 61.05% respondents said that e-commerce platforms save their time, energy and money.

### Conclusion

The traditional mode of purchases transforms in to online purchases by the consumers. The availability of advanced technology and use of internet subscribers are increasing day by day is one of the most important reasons to change the purchasing behavior of consumers. Various attractive offers such as discount, variety products, convenient time, affordable price, personal care and security, easy navigation, easy payment methods are some of the important factors responsible to increase the popularity of e-commerce platforms and change perceptions in India. E-commerce businessmen also provides in-depth knowledge to the consumers which enable the consumers to use website very efficiently. Continuous feedback, after sale service, follow up after sale of products, changes in websites design to make more familiar to consumers, positive approach towards negative feedback and enhance the standard are some of the strategies need to adopt by the e-commerce businessmen.

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### USE OF TECHNOLOGY IN E-COMMERCE BUSINESSES WITH SPECIAL REFERENCE TO SERVICE SECTORS

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#### Abstract:

*The use of electronic commerce by business in developed countries as well as developing countries has grown considerably in the past few years. E- commerce businesses are capturing the worldwide markets very easily and helping in earning profits. The use of E-commerce in service sectors is contributing in national income of the country and also generating employment opportunities in India. There are various Indian service sectors has done tremendous recognition not only in Indian markets but also world markets. The India's telecom sector is growing and became popular in world market in providing better services to overseas buyers. E-commerce use in service sector enables the marketers to reach all areas of the world with minimal cost. It is very important to know about the challenges and opportunities in service sector using of e-commerce in India. The above study has taken for the study by the researcher.*

**Keywords:** *E-commerce, B2B, Service Sector, Recognition, Challenges And Opportunities*

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#### Introduction

E-commerce is now a days useful in all field like Human Resources. It provides better options to both customers and businessmen. It is one of convenient platform to customers, retailers and other stakeholders.

The availability of advanced technologies also makes easier to businessmen and also to consumers to sell and buy products and services through online mode. In India, the banking, retailing, Insurance, telecommunication, transformation and so on are the major service providers who satisfying the need of the customers.

Hence, paper aims to examine the importance of e-commerce in developing country like India and also it's important in the growth of different service sectors. our research paper also tries to review the present situation and prospects of e-commerce. The data were collected

from secondary source such as research articles, newspaper cutting and different sites on e-commerce in the net.

#### Objective of the study:

- 1) To study the problems and issues faced by Service sectors
- 2) To study the importance of e-commerce in developing country
- 3) To study the importance of e-commerce in service sector.
- 4) To study the emerging trends in E-commerce technology

#### Research Methodology:

##### 1. Coverage of the Study

This research paper is confined to study of e-commerce in developing country like India.



### 2. Sources of data

Data and information were gathered from secondary published sources viz., books, journals, newspapers, websites, research studies, etc. The study is based on secondary data collected through various business magazines, journals, newspapers, internet web sites and research studies.

### 3. Data Analysis

Analysis of data and information collected from published sources were made keeping the objectives of the study in mind.

#### Classification of E-commerce:

E-commerce classified into five category

- 1) **Business to Business E-commerce**
- 2) **Business to consumer E-commerce**
- 3) **Consumer to Business E-commerce**
- 4) **Consumer to consumer E-commerce**

#### The obstacles, problems and issues faced by Service sectors business

- **Loopholes in awareness and understanding the importance of e-commerce.** Most Service sectors in developing countries have not taken up e-commerce or use the Internet because they feel its required high cost maintenance.
- **Lack of ICT knowledge and skills.** Technology illiteracy rate is still very high in most developing countries. There is a shortage of skilled workers in service sectors. The appointment or recruitment of highly skilled workforce is become the over cost burden in many service sectors.
- **Financial costs.** The initial investment for the adoption of a new technology is very high for small service provider. The high cost of computers and Internet access is a barrier to the use of e-commerce.
- **Infrastructure.** The cost of infrastructure for set up new business tele density and maintenance as well is very high, hence it became one of the most important barriers in service sectors.

- **Security.** To ensure security of payments and privacy of online transactions to public is important obstacles in e-commerce. The trust and confidence of public in e-payment gateway is utmost important in e-commerce businesses.

#### How is e-commerce useful to developing country entrepreneurs?

1. It facilitates to access global markets.
2. It help to promote and development in tourism sector of developing countries.
3. It supports the marketing of agricultural and tropical products in the global market.
4. It also supports to Business to Business and Business to Government supply chains.
5. It also assists service provider to provide efficiently and effectively the services to overseas and domestic customers

#### Growth of different service sectors due to e-commerce:

India has emerged as one of the fastest growing economies in the world today. The India's telecom sector is second largest in the worlds, in providing excellent service to overseas buyers. Secondly, the retailing in which we have highest foreign investment also growing very fastest way. The tourism sector is also one of boom in which country earning a very good amount of foreign exchange.

#### Opportunities:

With the arrival of 5G, various operators in India are particular about providing faster and more robust Internet, better access of data services including e-commerce, social networking, audio-video conferencing, and many other broadband applications with very high speed. The Gen Y are very addicted to use smartphone and adopt the VAS services The telecom companies are building broadband, wireless video and other technologies in a very high pace.



### E-commerce in Retailing:

Total retail employment in India, both organized and unorganized, account for about 7% of Indian labor work force currently - most of which is unorganized. The availability of infrastructure and other technology facilities, the retail sector is also growing in fastest way. It is not only developing in urban area but also in rural area.

### Emerging Trends in E-Commerce Technology:

**1. Use of Mobile** – The different applications developed by companies to make easier to customers to buy products through online mode. The easy accessible websites also enable the customers to enjoy online shopping.

**2. Facebook** – Facebook has more subscribers, and it is a known fact that number grows by 25% or more every year in emerging countries. Companies will take more and more advantage from the various set of data about users' daily activity using Face book Connect, like offering promotions on products which they most commented on or identifying what their friends mostly like and recommending the same when they visit the store.

**3. Push notifications** – It is one of the source to attract the customers towards goods and services. Through emails, Facebook and other social media platforms marketers are sending information about new launching and then enable to buy the same.

**4. Personalization** – wishing of birthday, marriage anniversary is the most powerful tool to attract customers and maintain good relations with them. Personalized recommendations or targeted content will be the key medium to surface any content.

**5. Multi-channel** – Now a day's consumers will expect a seamless shopping experience. Hence, a various icons need to be provide to consumers for hassle free shopping.

### Main Findings of the Study:

There is wider scope for e-commerce in economic development. Changing demography with large youth

population, rising standard of living and concomitant changes in lifestyle, rapid growth in ICT, availability of broadband, RFID, 5G technologies, etc. are opportunities for augmenting e-commerce in India. Besides, that the economic disparity of districts, poor infrastructure, transport, telecommunication, social and cultural attitudes to e-commerce, inadequacies in payment gateway systems in terms of quality and legal framework, etc. are major issues which need to resolve at the earliest.

### Limitations of the study:

The entire study based on secondary materials available on internet, research article published in various journals, newspaper cutting etc. The researchers can take the same topic by conducting primary data collections from various service providers and consumers who are benefitted.

### 13.Scope of the study:

The researcher can take up the same topic with reference to different sectors like manufacturing, allied sectors for the further study. The researcher can do study on different aspects like applications of e-commerce, the recent trends in e-commerce, the legal issues and so on.

### Conclusion:

There are so many challenges faced by e-commerce sites in India. The relatively small group of using credit card and lack of uniform credit agencies create a variety of payment challenges. However, many Indian Banks and Insurance sectors have put the Internet facilities in place for the upcoming e-commerce market. With further improvement in payment and delivery system it is expected that India will soon become a major player in the e-commerce market. The various applications developed to makes easier.

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- <https://www.researchgate.net/deref/https%3A%2F%2Fwww.bigcommerce.com%2Farticles%2Fecommerce%2Fecommerce-trends%2F%23conclusion>

### b) Weblinks

- [https://www.researchgate.net/publication/351441684\\_Future\\_of\\_E-commerce\\_in\\_India-2021](https://www.researchgate.net/publication/351441684_Future_of_E-commerce_in_India-2021)

### HYPERLINK

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