

E-Commerce Platforms And The Global Reach Of Indian Literary Content

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ABSTRACT:

Indian books and stories have a rich history and are written in different languages. In the past, these works were mostly having readers in India. However, after the introduction of various technologies, it is available to the global platform, which creates global reach to Indian literary content. The literature that is available in e-commerce platforms can easily buy for any people anywhere in the world. The platform provides books in various formats like printed books, e-books, audio books and multimedia e-books. These types of e-books offer a richer, more interactive reading experience compared to traditionally text only e-books. The use of e-commerce platform contributes accessibility, sustainability and growth of Indian literature in the global market. Indian literary works are increasingly being adapted into films, T.V. series and web series on global streaming platforms. The main objective of the study is to examine the current state of Indian literary content on e-commerce platforms and assess the impact of e-commerce on the accessibility of Indian literary content. For the purpose of study, the researcher depends on primary and secondary data. This study provides insights into consumer preferences which helps to the distributors to create better marketing strategies. Understanding the impact is crucial for developing sustainable business practices.

Keywords: E-commerce, Literary content, Consumer preferences, Accessibility.

INTRODUCTION

E-commerce platforms are created opportunities to various fields and Indian literature too. It provides a wide platform for the development of literary content thereby increasing its commercial value. It transformed the way it is created, distributed and consumed. It created global reach and interactions for both readers and writers. The publishing industry has changed its marketing efforts in digital platforms that creates more reach. Digital platforms have changed the way business operates and expand the business from traditional methods. E-commerce platforms provide accessibility, offers, convenience, international market and personalised customer support. The diversity has attracted more international audience.

Indian literature is deeply connected to Indian history and culture offers readers a special view regarding Indian traditions and myths. Increased efforts to translation improve its accessibility and it make easier to the reader to access the content globally. Authors and readers are also using social media platforms for distribution of Indian literature. It is also possible to create the content by collaborative efforts. This study is focuses on assessing the role of e-commerce platforms for spreading Indian literary content. For the purpose of the study five e-commerce platforms are used.

BACKGROUND OF THE STUDY

Indian literature has diverse tradition. It started with ancient texts like the Vedas and epics such as the Mahabharata and Ramayana, filled with stories and teachings. Classical literature featured renowned poets like Kalidasa, while the medieval period saw the emergence of devotional and Sufi poetry in regional languages, making it more accessible. During British rule, English became a key literary language, with writers like Rabindranath Tagore achieving international recognition. Today, Indian literature remains vibrant, with contemporary authors for exploring new themes and captivating readers worldwide.

E-commerce means buying and selling of goods and services over the internet. E-commerce plays an important role in the distribution of Indian literary content. Literary content refers to written materials that is creative in nature. While selling any product the manufacturer and distributors have to consider the preferences of consumers. Consumer preferences mean the things people like to buy and use. Understanding these preferences helps businesses create offering that better match what consumers want. E-commerce platforms ensure availability and accessibility of the content published in the internet. Accessibility refers to making things easy to use and get to use for everyone. This study aims to evaluate how e-commerce platforms help spread Indian literary content. To do this, five different e-commerce platforms will be analyzed. They are Amazon, Google playbook, Kobo, Apple book store and Barnes and Noble.

1.Amazon: It started in 1994 by Jeff Bezos. Amazon is an American company that specializes in selling things online, cloud computing, watching movies and TV shows online, and using smart computers to help with tasks. Amazon is one of the biggest online stores in the world, selling everything from books and music to furniture and clothes. In 1995, Amazon begins selling books online It also provides a service called Amazon Prime, which gives you unlimited access to movies and TV shows online and lets you get things shipped in two days for free on many items. Amazon Kindle devices allow users to purchase, download, explore, and read a variety of digital content, including e-books, newspapers, magazines, blogs, and more, using wireless connectivity.

2.Google playbook: Google Play Books was launched in December 2010. Google Play Books is a digital distribution platform where users can buy and download e-books and audiobooks. It's part of Google's broader Google Play product lineup and offers more than five million titles, positioning it as one of the largest e-book collections globally.

3.Kobo: Kobo is a Canadian digital reading platform owned by Rakuten, a Japanese multinational. It offers an assortment of e-readers and tablets, and a comprehensive library of digital books and audiobooks that users can buy and download. With a broad selection of genres and popular titles, Kobo has a strong global presence and competes actively in the digital reading market.

4.Apple book store: Apple Books, previously known as iBooks before iOS 12, is an application developed by Apple Inc. for reading and purchasing e-books. It is available on iOS, iPad OS, and macOS devices. The app was first introduced as iBooks alongside the announcement of the iPad on January 27, 2010.

5. Barnes and Noble: Barnes & Noble was founded in 1886 by Charles M. Barnes as a book printing business. The company has since evolved into a major retail chain. It is an American retail chain that boasts the highest number of bookstores in the United States. The company runs around 600 stores throughout all 50 states.

the key advantages of e-commerce are lower trade rates, enhanced flexibility, save time, accessibility, comfortability, get feedback of consumers, availability, increased sales, revenue generation, reduced cost, increased customer loyalty. Better relationship with consumers, speed up the selling process, good communication and improved brand image. The challenges are security and privacy issue, no trust in electronic settlement, no bargaining power to consumers, no active participation of intermediaries, environmental issues and no direct contact with buyers.

STATEMENT OF THE PROBLEM

According to a report in business standard on 27th April 2015, the rise of e-commerce has provided a significant

boost to the book industry. E-commerce platforms help to increase the reach of literary content. It plays a major role in marketing the literary content. This study is based on the role of e-commerce platforms in promoting Indian literary content. The main objectives of the study are to assess the current state of buying Indian literature on e-commerce platforms and to examine the impact on e-commerce platforms on the accessibility of Indian literature content. This study is useful to the marketers for creating marketing strategies and developing sustainable business practices.

OBJECTIVES OF THE STUDY

The following are the objectives of this study.

1. To assess the current state of buying Indian literary content on e-commerce platforms
2. To assess the impact of e-commerce on the accessibility of Indian literary content

SIGNIFICANCE OF THE STUDY

E-commerce platform expand the reach of Indian literature to diverse audience and it is accessible to all people irrespective of their locality. It promotes Indian literature and ensures its availability to all. Further these platforms encourage all types of publishers to market their work globally. This study analyses the impact of e-commerce on the accessibility of Indian literary content. This study analyses the consumer preferences regarding Indian literary content and e-commerce platforms which will helps to create better marketing strategies.

RESEARCH METHODOLOGY

This is a descriptive study based on both primary and secondary data. Primary data was collected by using structured questionnaire send through google form. Only five e-commerce platforms were used for the study. They are Amazon, Google playbook, Kobo, Apple book store and Barnes and Noble. Data collected from 50 respondents. Respondents are students and employees in abroad. Judgement sampling is used and percentage is used for data analysis.

REVIEW OF LITERATURE

Review of literature brings together relevant information from various sources which plays an important role in supporting the research process. (Khosla & Kumar, 2017) Studied about review the literature available on e-commerce. The authors suggested that a sustainable business practice would be required to promote the online transactions. In order to retain the large audience firms have to follow internet marketing techniques. Mobile e-commerce can be promoted by providing better mobile infrastructure and content development in local languages and firms need to develop more secure payment infrastructure. (Jain et al., 2021) conducted a study on e-commerce overview. E-commerce has the major advantage of convenience which increases customer loyalty. it provides multiple payment options and regional coverage. it is one of the leading sectors in e-business and it created positive impact on the transaction industry. (Scupola, 1999) studied about the role of e-commerce on publishing. In organising a publishing business for e-commerce a number of choices have to be made about how to change the processes and what technologies to use to support them. While publishing any content the e-publishing profitability is based on online production, online distribution, online marketing, online sales and online customer support. (Mohammed & Abdullah, 2022) studied the future of e-commerce in the publishing industry. e-publishing prevent binding, distribution and shipping. It uses multiple distribution channels and it will continue to evolve. (Kadir & Shaikh, 2023) conducted a study on the effects of e-commerce businesses to small-medium enterprises. e-commerce platforms are crucial for SMEs to create customers attention and awareness. social media are effectively used and the reviews and sponsored ads are used to achieve the business purposes. The study suggested that SMEs have to carry out social media marketing for greater response.

Lot of studies have been conducted in the field of e-commerce. There remains gap in the studies specifically addressing the impact of e-commerce platforms and accessibility of Indian literary content. Numerous studies explore the future of e-commerce and effects of e-commerce for various industries. The lack of targeted research highlights the need for an analysis in to the role of e-commerce in the field of publishing and marketing the Indian literary content.

FINDINGS

One of the objectives of the study is to assess the current state of buying Indian literary content on e-commerce platforms. For the purpose of analysis socio-demographic variable like age, residence, educational qualification

and family income were used for the study. Most of the respondents are from the age group of '20 to 40' and residing in USA, Canada and Qatar. Most of the respondents have professional qualification and family income of 'Above 900000'. Majority of respondents are purchasing Indian literary content occasionally. 68% of respondents use Amazon e-commerce platform for buying the Indian literary content. Majority (44%) of the respondents are using paperback book format for reading the Indian literature content. Most of the respondents (54%) are reading fiction categories of books. For identifying the factors influencing purchases of books variables like price, author reputation, book reviews and ratings, book cover/design, availability, publisher reputation and marketing campaigns are used. Majority of respondents (56%) purchased the books based on book reviews and ratings. For identifying the sources of getting information about Indian literature in e-commerce platforms variables like information from browsing categories, recommendations from the platforms based on past purchase, recommendations from friends and family, customer reviews, best sellers list, visiting the web pages of specific Indian authors and promotional e-mails were used. Most of the respondents are discover Indian literature on e-commerce platforms based on recommendations from friends and family and only 8% of the respondents discover it by 'information from browsing categories'.

Another objective of this study is to assess the impact of e-commerce on the accessibility of Indian literary content. For assessing the positive impact of e-commerce platforms for delivering Indian literature content seven variables like access to diverse content, convenience and accessibility, personalised recommendations, exploration of new authors and categories, reader reviews and ratings, availability of translations and special deals and discounts are used for the study. Majority of the respondents have indicated that reader reviews and ratings are helpful for purchase decision and only 8% of the respondents choose access to diverse content. For assessing the negative impact of e-commerce platforms on the accessibility of Indian literature content variables like limited availability, shipping and delivery constraints, struggle to find the book, fake reviews, payment issues, lack of personalised recommendations and less quality of translations were studied. Most of the respondents (34%) are opined that fake reviews and limited availability are the problems they are facing and only 8% respondents selected the problem 'lack of personalised recommendations'. 42% of the respondents are often provides rating to the product after purchase. Most of the respondents are satisfied with the browsing experience of e-commerce platforms. Most of the respondents are ready to recommend e-commerce platform for purchasing Indian literature content.

DISCUSSION

The study on e-commerce platforms and the global reach of Indian literary content highlights the significant opportunity for both Indian authors and e-commerce platforms to work together and make Indian literature more popular worldwide. E-commerce platforms have both positive and negative impact for selling the Indian literature. The e-commerce platforms reduce geographical barriers and create accessibility of Indian literary works worldwide.

RECOMMENDATIONS

The study analysed the impact of e-commerce on the accessibility of Indian literary content. The study recommended that in order to meet the requirements of the wide range of customers it is required to provide diverse catalogue. The consumers are selecting the books based on the opinion expressed by the consumers in the form of reviews. So, it is required to prevent manipulation in reviews. E-commerce platforms attract wide audience. So, it is required to offer literary works into various languages and offer more personalised offers and discounts. Consumers are facing the selection problem in the e-commerce platforms. It is required to enhance search and filtering and advanced recommendation algorithms. In order to have a stable performance it is required to have a facility for author reader interactions.

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