

# E-Commerce

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**Abstract:-** India has been using electronic commerce, or E-commerce, for the past ten years. It is a cutting-edge and inventive commercial technology. Anyone can conduct business online in this case. Under this, a vendor can offer any kind of product anywhere in the world, in addition to the buyer being able to purchase goods and services while lounging at home. Through this, retailers can obtain customer feedback regarding their merchandise. Since 1990, businesses have been utilizing the internet to promote their goods and boost sales. As a result, online shopping networks have grown to be a significant aspect of business operations. Online businesses have a lot of options and fierce competition in the twenty-first century. But because the market is so competitive, suppliers must constantly innovate in order to take a sizable portion of the market. The purpose of this study is to determine the factors that contribute to user happiness, which may be a sign of a customer's intention to make additional purchases. Strategic implementation can lead to the success of an e-business. This study's primary goal is to increase consumer satisfaction with e-business.

**Keywords:-** E-commerce, E-business, consumer satisfaction, electronic commerce, online business, commercial technology etc.

## 1.INTRODUCTION

Hardly very few people know and would be aware of the fact that e-commerce existed even before the Internet. Because e-commerce dates back to the 1960's when merchants and business used electronics document transfer technology known as electronic data interchange.

Under electronic commerce or e-commerce, buying and selling of goods and services is generally done through electronic medium. This facility has provided a worldwide facility to customers and traders, which has completely changed the way buying and selling happens between buyers and sellers.

Generally, under e-commerce, retail storefronts, various auction sites, digital market places, online platforms etc. can be included in commerce.

E commerce holds immense potential in the future, it had made the market a competitive and dynamic one for both buyers and sellers, which is always creating innovation for the consumer.

Every day, online purchasing develops and changes. From their PCs, phones, tablets, and other gadgets, people buy and sell. They use websites, social media pages, and internet platforms to engage in e-business. An estimated 2.14 billion individuals purchase goods and services online globally, and more than 200 million Prime members currently make purchases at Amazon locations worldwide.

Many types of organizations can be included under e-commerce such as Amazon, Alibaba Group, Zappos, and many other such organizations which provide online platforms to the consumers to buy and sell online.

The study of e-commerce done so far presents its in depth analysis and explanation.

## 2.ADVANTAGES AND DISADVANTAGES OF E-COMMERCE-

Advantages-

1.It provides a platform for both buyers and sellers to buy and sell on a global scale where transactions can be easily done.

2.Through this, the customer and the seller can easily transact in less time without any mediation, thereby saving both time and cost.

3. Convenience of availability: Anybody can buy or sell at any time, including twenty-four hours a day, seven days a week.

4. Greater Selection: The number of customers and sellers is high. They offer e- business web platforms. A individual is therefore free to select any choice.

5.Under this, the startup cost is generally very low. Because there is no physical cost in e-commerce business, but it may require warehouse and space etc, to keep the goods etc. Compared to expenses like

operating tax, building construction and maintenance, insurance, rent etc. online platform is cheaper.

6. Under e-commerce, in online business, goods and services can be bought and sold to any person in the world and sent, it is not restricted.

7. Time and money savings: Anyone can purchase and sell products online in less time and money.

#### Disadvantages-

1. The initial startup cost of this portal is very high and the cost of training and maintenance of employees for this work is also very high.

2. There is generally a lack of personal relationships under e-commerce, due to which many products and services, jewelry business, interior design have to suffer losses.

3. Limited customer convenience: Under e-commerce, you are unable to ask to be shown the characteristics of any material at the online level while purchasing goods and services, due to which the consumer sometimes has to face inconvenience and trouble. However, many websites allow you to do so.

4. Unable to touch products - Online platforms photos may not tell the whole story of an item, thus online platforms purchases may not be as rewarding as planned if the goods arrive and fall short of the buyer's expectations. As an example, Than using the internet, pieces of wood can be used to make furniture.

5. Difficulty for the illiterate Class: The nation's sizable population of less educated and illiterate individuals is the main barrier to the country's transition to e-commerce.

6. Out of fear of fraud: When engaging in online commerce, there is frequently a chance of fraud.

7. Useless in many transactions: E-commerce transactions might be nearly worthless in certain economic situations. Such people only care about getting paid. Examples include vegetable and milk vendors, daily wage workers, sweepers, etc. They find it simple to accept cash because of the modest amount.

9. No law is in place to effectively combat cybercrimes related to online payments, e-commerce, or other businesses.

5. Types of E-commerce- In buying and selling online, buyers and sellers can have different types of options on the basis of goods, products, services, structure and others. Some of these popular types are-

**Business-to-Consumer (B2C):** Businesses in this sector sell goods directly to customers, cutting away any intermediaries. Who makes use of it. This is the most favorite and popular type of model, whenever people hear about e-commerce, its name comes first and they think and think about it.

**Business-to-Business (B2B)-** This refers to transactions or commercial dealings carried out by a retailer and a wholesaler. Business-to-business (B2B) transactions typically occur between one business entity and another in the form of a supply chain. In which generally a company which produces finished goods buys raw material from another organization as part of its manufacturing process.

**Business-to-Government (B2G):-** There are many government organizations and departments, which work as contractors and provide various goods, products and services to other departments and officers. Business-to-Government (B2G) e-commerce business and merchants generally have to follow government RFP rules and bids and tenders to get various government works and projects.

For this they have to follow very strict product and services standard. And to get governments contracts they have to make many collaborative and meaningful efforts.

**Consumer-to-Consumer (C2C):-** Under Consumer-to-Consumer (C2C), customers generally use the internet platform to sell their goods and services. This platform provides a place for both buyers and sellers to buy and sell their goods.

**Consumer-to-Business (C2B):-** Thanks to modern platforms, customers can now interact with businesses and provide their services more readily. In this, generally customers and end consumers who produce such goods and services which are used by a trader or businessman to finally execute that business process, this is in a way the business definition of C2B.

**Consumer-to-Government (C2G):-** By using C2G any user can easily coordinate and communicate with governments and departments, which generally does not happen under e-commerce. This type of transaction involves a transaction based on obligation rather than exchange of services.

### 3. RESEARCH METHODOLOGY

The secondary data used in this investigation. Consulting firms need to have a systematic methodology specifically for this kind of project in order to design e-commerce strategies for their clients in an effective manner. To take into account fresh insights and stay up to date with evolving trends, this e-commerce strategy approach will need to be continuously improved, just like any other methodology. This is where the real technique is formed. The methodology contains a thorough explanation of every task, including its goals, required resources, methodology, applicable models, tools and techniques used, results, and any references. The right format for the methodology's documentation must be used.

One consumer will be used to test the process. This stage consists of the actual implementation of the e-commerce strategy creation services once the marketing and sales campaigns have concluded.

Various secondary data, information and other necessary information taken under this paper have been taken from various websites, magazines, publications and departments. On the basis of this data and information, various conclusions have been drawn and estimates have been made.

### 4. CHALLENGES IN E-COMMERCE

1. There is fierce competition in the online market. Small business owners find it difficult to compete with larger rivals.
2. A major concern when it comes to online shopping is safeguarding consumer information from hackers and cyberattacks while maintaining the security of transactions.
3. Treating consumers fairly, upholding their confidence and protecting the privacy of their information, providing them with high-quality products, etc., are all crucial.
- 4-Efficiently shipping and delivering goods to clients is a difficult undertaking for businesses.
- 5-Offering safe and practical payment choices even though regulatory standards and payment methods can be difficult to meet.
- 6.Ensuring that clients are satisfied with the things they purchase is crucial.

7-Generally, it is difficult task to comply with various types of legal rules and regulations. Which includes data privacy, tax laws, consumer protection, protection from cyber crimes and so on.

8-In a competitive market, drawing in new clients and keeping hold of current ones calls for skillful marketing techniques.

### 5. E-COMMERCE CHALLENGE SUGGESTIONS

1. Businesses must use cutting-edge technology when creating items that take into account the preferences of each customer.
2. Mobile optimization ought to be expanded because more and more consumers are using smartphones and tablets to make purchases.
3. Social media platforms must to be combined with e-commerce to boost sales and purchases.
4. Create subscription-based products to manage recurrent invoicing, give a range of guarantees, warranty services, and cultivate long-term client connections.
5. Cybercrimes should be addressed by effective legislation.
6. In addition to encouraging education, every location should have internet connection.

### 6. CONCLUSION

E-commerce is quite important, even with all of its drawbacks. In an economy that is expanding quickly, there is both a need and a demand for it. As more conventional customers and sellers start making purchases online, the e-commerce sector and consumer adoption of it have both continued to rise. In order to guarantee this, studies on e-commerce have proposed a number of constructs and the accompanying variables that are essential to the success of an e-business. The creation of a positive user experience is the only factor that determines the success of an e-business; when this is achieved, the user becomes a satisfied client. This study's primary goal is to show how all sellers, including businesses, should solve customers' concerns in order to increase customer happiness. Additionally, the preparation and presentation of your product should take the customer's evolving wants and demands into account. Additionally, post-purchase consumer satisfaction must to be incorporated into e-commerce. Because this

is the only thing that will allow them to thrive in the current competitive environment.

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