



“A STUDY ON E-COMMERCE AS A DRIVE TO GEAR UP MODERN BUSINESS”

MEENA. N

St. Joseph's Evening College (Autonomous),
Bangalore

E-Mail: meenajosephite@gmail.com

Dr. H Nagaraj

HOD, Department of commerce

St. Joseph's Evening College (Autonomous),
Bangalore

ABSTRACT:

E- Commerce is generally known as Electronic Commerce and it helps in trading the products and services through online and which is through the help of internet and intranet connection. The types of e- commerce helps the ultimate consumer in purchasing of products and services effectively, E-commerce has changed gradually over the period of time in such a way that it has actually changed the concept of traditional purchasing of product and services. E-commerce is becoming a very effective tool for gearing up of the business in today's generation. With a huge development in e-commerce the traditional markets have come down drastically and India is showing a greater development in the business community. The awareness of e-commerce is been spread across India and the opportunities which is offered by e-commerce in India. This paper actually aims to focus and to study the role and importance of e-commerce and how e-commerce being the important tool to gear the business in modern times.

Keywords: Online Trading, Supply Chain Management, Technology, Communications, Digital Information.

INTRODUCTION: WHAT IS COMMERCE?

According to Dictionary.com Commerce is a division of trade or production which deals with the exchange of products and services from producer to final consumer.

WHAT IS E-COMMERCE?

E- Commerce is generally known as Electronic Commerce and it helps in trading the products and services through online and which is through the help of internet and intranet connection.

OBJECTIVES OF THE STUDY:

1. To know and understand what is e-commerce.
2. To bring the difference between traditional commerce and e-commerce.
3. To know the role of e-commerce in modern business.
4. To know the growth aspect of e-commerce in India

OBJECTIVE-1

Understanding e-commerce is a detailed and important role as to perform the trading activities i.e. buying of goods and services in online with the help of internet technology.

E-commerce is commonly known as electronic commerce. E commerce is purely working with internet and something with technological aspect. E commerce is vast subject to deal with and to understand as a whole. E commerce in depth means purchase of goods and service by consumer, goods can be consumer goods as well as capital goods. In present market both domestically or globally e-commerce plays a very important role as modern generation people are changing from traditional purchase experience to modern purchase of goods and services. In recent generation people give more importance to e commerce since it

saves lots of time and energy of people and it is very convenient at the finger tip of the customer to access to the computer for purchase of any type of goods and service.

OBJECTIVE-2

The main difference between the traditional and modern type of purchase of goods and services makes a huge different and it is drastically changed over a period of time. In traditional way of purchasing of goods and services, the person personally goes to the retail outlet to do the purchase but if u see in modern or e commerce , the person does not need to go the retail outlet to make the purchase but he can access the purchase through online with the help of electronic devices like mobile phone, PC, computer, along with the connectivity of internet and intranet facilities which makes purchase so easy, convenient and time saving as well but in traditional way of purchase it consumes lot of time and which is not that convenient and access as e commerce which can be accessed 24/7.

OBJECTIVE-3

E-commerce plays a very important role in modern business. About 65% of business is stepping into e commerce activity of trading their goods and services through online across the borders of the country. In modern business e commerce is changing traditionally accepted economic practices.

OBJECTIVE-4

India now going in the direction of development of the online business in which online business actually taking over the traditional business. Which produce lots of employment opportunities which generate wealth and hence if you see the growth of online business in India it has actually grown to the maximum level. Many online businesses like flip kart, amazon, myntra and other E - commerce business have grown drastically over the period of time.

METHODOLOGY:

In this study of research paper on the title 'A STUDY ON E-COMMERCE AS A DRIVE TO GEAR UP MODERN BUSINESS' was done through the collection of Secondary data from various source like search engines, books, and other publications of research papers.

BENEFITS OF E-COMMERCE:

Cost Reduction: Elimination of intermediaries and the direct selling happens between customer and the company.

Global Reach: Internet is always been used to be of virtual community. Expanded Business: The Internet enables businesses to have access to international markets there by increasing the market share. Companies can also achieve greater economies of scale.

Better Returns: Increase in profits, advertising done well on the web can get a small firm's promotional message out to potential customers.

LIMITATIONS OF E-COMMERCE:

Infrastructural Problems

Technological Problems

Security and Legal Issues

No Intimacy – (Lack personal touch, risk involved in the uncertainty of the quality of product.)

Trust and Privacy Quality of Service Bandwidth Problems

TYPES OF E COMMERCE:

1. Business-to-Consumer (B2C)

According to Patton, Business to Consumer commerce defined as “an organization that sells its products or services to consumers/customers through online for their-own use.

2. Business-to-Business (B2B):

Business-to-Business involves online transactions between businesses.

E.g.: Milpro.com, Milacron Inc.'s website for selling cutting tools, grinding wheels, etc. to 100,000 small machining businesses and more.

3. Consumer-to-Consumer or Peer-to-Peer (C2C/P2P) C2C/P2P)

It is defined as exchanges between/among consumers. These exchanges can be involved by a third-party involvement, which can facilitate and provide the infrastructure, place and governance for the transactions/exchanges.

E.g.: OLX, Quikerr, online market place, eBay.com. Here consumers can bid for and sell items of any description, for any price.

4. Consumer-to-Business (C2B)

Consumer-to-Business is when consumers present themselves as a buyer group.

Examples of this include CTB and SpeakOut.com.

5. Business-to-Government (B2G)

Business-to-government e-commerce is that which does business to between government and the business.

6. Mobile Commerce (M-commerce)

M-commerce (mobile commerce) is the buying and selling of goods and services through wireless technology-i.e. handheld devices i.e., telephones. Japan is the global leader in m-commerce.

PAYMENT SYSTEM:

E-wallet

Debit card

Credit card

Smart card

FINDINGS AND RECOMMENDATION:

1. Customers do not have whole information about operating the e-commerce site for e-buying procedure.
2. Most of the people are facing problem to use Net banking
3. In the job of controlling internet orders are to be processed properly and only after confirmation of the receipt of the cash goods are to be dispatched correctly in e-commerce.
4. In case of marketing management in e-commerce attractive presentation of the goods and products on the website and one operator on the company computer are enough to carry out the transaction of E-commerce and they are sufficient to affect the sales. The attractive and informative website proves to be new additions in the growth of the business.
5. All the institution and management should give the knowledge about E - commerce process.
6. To give the training and information to customers for E - commerce process and operating an E - commerce site.
7. To develop employee's managements skills.
8. To improve the co-ordination of producers, dealers and customers.
9. To give the quick online support to customers.
10. To understand the customers proper behavior, habits and expectations and then produce and develop the products.
11. Govt. should take initiatives to spread awareness about Ecommerce in rural areas. Specific strategies and programs should be undertaken in order to create confidence in common people so they can freely make use of E-commerce.

CONCLUSION:

Hence e-commerce is one of the tool drive in modern generation to accelerate the business through online, since people prefer to buy online, there are more opportunity for the new e-commerce start-ups to actually engage in business. As we saw the growth factor in the above, it tells that e commerce has lots of scope in the coming future since technology as well as convenient makes the younger generation to opt for e-commerce and e-business.

As digital India is in the boom, people are given more information on online business and other factors which support online business.

REFERENCE AND BIBLIOGRAPHY:

- Google.com
- <http://yourstory.com/2015/10/e-commerce-sbi/>
- <https://www.google.co.in/webhp?sourceid=chrome-instant&ion=1&espv=2&ie=UTF-8#q=growth%20of%20ecommerce%20in%20india%202015>
- <https://brainmass.com/business/e-commerce/goals-objectives-for-e-commerce-electronic-start-up-403049>
- https://www.google.co.in/search?q=%22+E-commerce+stands+for+electronic+commerce+and+pertains%22&gws_rd=cr&ei=uFtUV6nDJYvyvgSA0r7wCw Wikipedia.com
- E-commerce and Developing Markets: Technology, Trade and Opportunity Introduction to e commerce- NidhiDhawan
- E commerce-strategy technology and application- David E-commerce –S K Jain and Narang.