E-COMMERCE

Madhvi Bhatnagar, Shweta Arya, Deepakshi Sharma,

Mimansa Rajput

Computer Science /Dronacharya College of Engineering, (India)

ABSTRACT

Today, every other person is using the computer network in his total span of life for transaction. It Wascommenced in early 1990's, thesupremacy of e-commerce over traditional commerce is that in e-commerce ,a person can ingress all the amenities to buy & sell the products unlike traditional commerce that is carried out physically with effort of a person to go & buy a product. In this paper we understand the types of e commerce, applications of ecommerce and history of ecommerce. We will also try to understand the encroachment of ecommerce on market & retailer. In the end we will talk about the scope of e-commerce.

Keywords: EFT (Electronic Fund Transfer,) EDI (Electronic Data Interchange), Gross Domestic Product (GDP), Telecom Regulatory Authority of India (TRAI)

I INTRODUCTION

Ecommerce is electronic marketing. We use ecommerce because it reduces transaction costs and can access to global market .Internet is tremendously used now a days and its has become a popular platform for e-commerce .E-commerce services combine navigation through an electronic assort with operations affecting this assort. Internet commerce brings some new technology and new proficiency to business, accept payment, deliver the products & services, and provide relevant service after the sale.Ecommerce applications are challenging for the designers. He has to think notonly think about the wants of the user but he also kept in mind to ease theshopping process. The e-commerce is one of the biggest things that have taken the Indian business by storm. It is establishinganwhole new economy, which has a big potential and is fundamentally changing the way businesses are done.

II KEY DRIVERS

.The key drivers can be estimated by a number of criteria that can highlight the stages of advancement of e-commerce in each of the individual countries.

1.1 Technological factors

The degree of advancement of the telecommunications framework which provides a key to the new technology forbusiness and consumers.

1.2 Political Factors

It includes the role of government in creating government legislation, initiatives and funding.

1.3 Factors

It integrates the level and advancement in IT education and schooling.

1.4 Economic Factors

It includes the general wealth and commercial healthof the nation and the factors that contribute to it.

1.4.1 Organizational culture –attributes to research and development (R&D).

1.4.2 Commercial benefits –in terms of cost savings and improved efficiency that impact on the financial performance of the firm.

1.4.3 Skilled and committed workforce–that understands, is willing and able to implement new technologies and processes.

1.4.4 Requirements of customers and suppliers –in terms of product and service demand and supply

1.4.5 Competition –ensuring the organization stays ahead of or at least keeps up with competitors and industry leaders

Thus, e-commerce provides the infrastructure and environment thatenables and ease the e-business.

II HISTORY OF ECOMMERCE

In 1970's, EFT comes into existence. EFt means electronic fund transfer which was used by banking sector to exchange details about the account over a safe network.

In late 1970's and early 1990's EDI was used by the farm's to transmit the data from one firm to another.EDI is electronic data interchange. In 1990's World Wide Web on the internet provide easy to use technology which is cheaper to do business and enables diverse business activities.

III Classification of E-commerce: There is no exact definition of ecommerce. We can classify Ecommerce by using different perspectives

3.1 A macro-environmental perspective.

3.2 Identifying transaction partners.

3.3 Degree of digitalization.

3.1 A macro-environmental perspective – This perspective explain how different components of business & technology that makes ecommerce works & interact together.

A frame work of ecommerce-

Technical infrastructure: we will use the analogy of a traditional transportation company to describe the intricacy of the network and how the different components that make up the technology groundwork are interlinked.

3.2 Identifying transacting partners: Another method for defining e-commerce is by pinpointing the partners involved in the transaction.

- B2C (Business-to-Consumer) :The exchange of products, information or servicesbetween business and consumers is a retailing relation. amazon.com and dell.com inthe USA and lastminute.com in the UK are the examples of B2C ecommerce

- C2B (Consumer-to-Business): This is the exchange of goods, relevant data or services from one person to business. Aexcellentexample of this would be peoples selling their services to businesses.

- C2C (Consumer-to-Consumer): There are many sites presenting free advertise, biding , and forums where people can purchase and trade thanks to online payment methods like PayPal where people can send and get money online easily.

- B2G (business to government): The exchange of information, services andgoods between business firms and government agencies on-line. This may include, E-procurement services, A pragmatic administrative center Accommodation of on-line applications and data bases drafted particularly for use by government organizations.

- Business-to-Peer Networks (B-to-P): This would be the groundwork of hardware, software or other services to the peer networks. An example here would be Napster who supply the software and facilities to enable peer networking

- C-to-G (Consumer-to-Government): where consumers provide services to government have yet to be implemented

- Consumer-to-Peer Networks (C-to-P): This is part of what peer-to-peer networking is and so is a slightly redundant distinction since consumers offer their computing facilities once they are on the peer network

- Government-to-Business (G-to-B) : (Also known as e-government) The exchange of information, services and productsbetween government agencies and business organization

- Government-to-Consumer (G-to-B) (Also known as e-government): Government sites offering data, forms and facilities to provide transactions for customers.

- Government-to-Government (G-to-G)-(Also known as e-government): G- to-G transactions within countries linking local governments together and also international governments.

- Peer–to-Peer Network (P-to-P): This is the communications miniature in which each society has the same competence and either party can begin a communication gathering.

- Peer Network-to-Consumer (P-to-C): This is in effect peer-to-peer networking, offering services to consumers who are   an integral part of the peer network.

- Peer Network-to-Government (P-to-G) : This has not yet been used, but if it was, it would be used in a similar capacity to the P-to-B model (see below), only with the government as the party accepting the transaction.

- Peer Network-to-Business (P-to-B): Peer-to-peer networking provides resources to business.

3.3 Degree of digitization

Choi et al. created groundwork for the classification of e-commerce intodifferent compositions based on the extent of digitization of the freightsor service sold, the process of the transaction and the delivery agent. Three main dimensions can be isolated as:

3.3.1 Traditional e-commerce: Where products or services are physical, the procedures of the transaction are physical and the delivery agent is physical. For example a corner shop

3.3.2 Pure e-commerce: Where manufactured goods or assistance are digital, the process of the transaction is digital and the delivery mediator is digital. For example, softwarerenew services of companies like Microsoft, Cisco, Symante..

3.3.3 Partial e-commerce: Where either one or two of the measurements are physical. For example in the case of book traders Amazon, Classifying e-commerce by degree of digitization is a useful method for managers to study the variety of products/services they retail, the processes of carrying out and finalizing the transaction and the way the product/service is conveyed.

IV APPLICATIONS OF ECOMMERCE

The applications of E-commerce are used in a range of business regions such as trade and wholesale. The common E-commerce functions are as follows:

 Marketing

Auction

Finance

Manufacturing

Retailing & whole sale

4.1 Marketing: Data assortment about customer conduct, alternatives, wish and shoppingmanners is feasible through Web and E-commerce.

4.2 Auctions: C-to-C E-commerce is straight merchandising of assets and solemnities among purchasers. It also introduces computerized auctions that involve bidding. For example, airline companies.

4.3 Finance: Financial firms are using E-commerce to a significantduration. Clients can check the balances of their savings and loan balance sheets, transfer money to their other account and pay their bill through on-line banking or E-banking.

4.4 Manufacturing: E-commerce is also used in the supply chain operations of a company.

4.5 Retail and wholesale: E-commerce has a number of applications in trading and wholesale. E-trading is the selling of products from Business-to-Consumer through electronic stores

V ISSUES AND PROBLEMS AFFECTING INTERNET, E-COMMERCE AND E-BUSINESS DEVELOPMENT

5.1 Security and Privacy: Ecommerce scam is on aincrease and visitors are very dubious about enlightening their financial personal information online. Your ecommerce e-store should create aenvironment of reassurance for every new visitor coming to your store. Have a fraudunrestricted, Popup free ecommerce storefront.Locked negotiate with security issues can cost you dearly.

5.2 Processing Capabilities: The rate and accurateness of various procedures that go in supervising an ecommerce store are also very authoritative. Your ecommerce store should be influential, yet firm &secure. Accept all viable admired pay process.

5.3 Order Fulfillment: Your foremost task is to convey the orders put on your online store within distinct timeframe and above all, Place special importance on the order processing potential, as any misstep there will multiply further. Do notallow your online store get overloaded with orders that cannot be fulfilled. Transport products through proven shipping carriers that reach to all areas within time frame. Permit users to trace their orders online

Other Common Ecommerce Problems:

- Deficiency of trustworthy Ecommerce Elucidation assimilation.
- Odd Characteristic
- Numerous Systems and Processes
- Deficient of Proper Multi-Channel Assistance
- Outdated and Complicated to Utilize schemes

VI BENEFITS OF E-COMMERCE

1.   Extended Geographical Reach

2.   Lengthened Customer Base

3.   Rise perceptibility: Through Search Engine Trading

4.   Provide Purchasers Precious Information Regarding Your Business

5.   Available 24/7/365 –Not At All Closed Or Blocked.

Key advantage of E-Business or E-Commerce:-

6   boostselling - low costs

7   high profits

8   supporting that profits is not the similar as retailing

9   increase the size of the market from district to national or national to global

10   Contract the bazaar

VII CURRENT PICTURE OF ECOMMERCE IN INDIA

E-Commerce Market in India 2014 confines the present scenario prevailing within the e-Commerce business in India. The market is mainly taking over by the online travel fragment, while the online retail segment is witnessing the greatest rate of development. Versatile shopping experience and rapid development of transaction facilities is further boosting opportunities for the left over market segments. Even though the market is observing astounding growth rates, majority of the competitors are still facing dire shortage of cash. Increasing capital funds to support daily business procedures and online promotion expenses have become a major test for such players. In an attempt to deal with these troubles, players are now steadily focusing on expanding customer loyalty and faith *Online shopping* in its initial stage was a trouble freestandard for shopping with fewer alternatives. The users can just put an order and pay price on delivery. Today, the online marketing has become a craze in India .Regardless of being a growing country; India has shown a praiseworthyrise in the ecommerce business in the previous couple of years, thereby striking the market with a bang. Despite the fact that the Indian online market is far behind the US and the UK, it has been developing at a fast speed.

VIII THE KEY DRIVERS OF IN INDIAN ECOMMERCE HAVE BEEN:

8.1 Developing Living norms

8.2 Accessibility of much extensive item collection

8.3 Hectic lifestyles and lack of time for offline shopping

8.4 Enlarged usage of online categorized sites

8.5 Advancement of the online marketplace model with websites like eBay, Flip kart, Snap deal, Amazon etc.

IX VOGUES THAT WILL SHAPE ECOMMERCE IN INDIA 2014

Indian e-commerce, nailed at $9.5 billion according to a research by the Internet & Mobile Association of India and KPMG, was estimated to rise to $12.6 billion by the end of this year. By 2020, it is predicted to add around 4 % to GDP. At present, the Internet.. E-commerce companies, unconsciously, have been gathering oceans of data, but inevitably putting it to good utilization. When applied properly, this data could help forecastpromising shopping trends and consumerfondness, allowing e-commerce sites to adapt a more individualized experience for consumers. The Telecom Regulatory Authority of India (TRAI) in its fresh report declared that mobile users were 89 percent of the total Internet subscriber base in 2013.With smart digital devices and better connectivity, today's discerning customers have more details, choice and flexibility at their hands. Building customer confidence – trust and transparency is paramount. As Indian shoppers, it is in our very temperament to be wary of the overenthusiastic salesperson, choosing to see and feel the products ourselves before deciding to invest in a new buy. This carefulness extends in the way we approach online buying as well. The coming out of the cash-on-delivery method, for insistence, was the effect of the high professed -danger of shopping online. Earlier this year, I recall, Flip kartwithdraw high applaud from consumers who tweeted their pleasure up on receiving their orders in 24 hours! However, increasingly this trend is going to move from being aapproach to drive customer satisfaction to a business commanding. In 2013, the Cash-On-Delivery business model became a key differentiator for e-commerce companies; in 2014, I expect that the capability to guarantee Next-Day-Delivery will emerge as acutthroat benefit.

X CONCLUSION

We conclude that ecommerce has become an essential part of today's world. It is therefore, vital that undersized businesses have their own to keep in struggle with the larger websites.E-commerce influence small businesses because it is becoming such a gigantic part of how society operates that it affects the financial system greatly and whatever occurs to the economy affects us. Therefore it is very essential to understand the ecommerce to have a good economy & wealth.

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