



9. An Analysis - E - Commerce in Business

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ABSTRACT

The most popular buzzword associated with the online business revolution is e-commerce. It conveys the enthusiasm and focus of this rapidly expanding market. However, it is more than just a party line or slogan. It embodies a concept for conducting business online at its core. Using electronic data interchange (EDI), e-mail, electronic bulletin boards, fax transmissions, and electronic funds transfer, electronic commerce is the paperless exchange of business information. The downloading and selling of "soft merchandise" (software, documents, graphics, music, etc.), online stock and bond transactions, and so on are all examples of it. also, business-to-deals.

The idea of web based business is tied in with utilizing the Web to improve and quicker. It involves allowing customers to serve themselves and giving them restricted access to your computer systems. It involves committing your business to a serious online campaign and integrating your website with your core operations. In point of fact, the Internet is just one of many channels of communication that we use on a daily basis in business. The Internet offers a reasonable alternative to all of those communication channels. You should consider how your company could have communicated with customers online in any location and in any manner. That is the power of online shopping. There are a plethora of scenarios and opportunities for online business. In this paper the specialist has dissected the use of Online business from the chose corporate leaders in and around Coimbatore city.

KEYWORDS

E commerce, Online stock, Bond transactions, Fund transfer and Internet.

Introduction:

Numerous analysts allude to internet business as all electronically intervened exchanges between on association and any outsider it manages. According to this definition, e-commerce also includes non-financial transactions like requests for additional information from customers.

Web based business, which is short for electronic trade, is the interaction used to circulate, purchase, sell or market labor and products, and the exchange of assets on the web, through electronic correspondences or organizations. Electronic trade is usually alluded to as online trade, Web trade, e Business, e Retail, e following, e-following. E-commerce encompasses not only the actual buying and selling process but also the supply chain's pre- and post-sale activities. Benefits to various parts of an organization are the driving force behind an organization's adoption of e-commerce. They are most concerned about how the advantages of e-commerce will affect profitability. This can be accomplished in two main ways:

- The expansion of a company's customer base and the promotion of customer loyalty and repeat business can both boost revenue.
- Cost decreases in staff costs, transport costs, material expenses, however conveying administrations electronically.

Objectives of The Study:

- A. To know the theoretical background of E-Commerce
- B. To analyze the e commerce usage in business
- C. To know the performance of the business before and after the implementation of E-commerce

Methodology:

The researcher has used both primary and secondary data. The secondary data were collected from the various books and websites. The primary data were collected from the 100 business executives through interview schedule. The sample of 100 business executives was selected by Convenient Sampling method.

E-Commerce's Perspectives:

According to Kalakota and Whinston (1997), various perspectives on e-commerce are mentioned.

A correspondence viewpoint: the electronic transmission of product and service information or payment.

From a business standpoint: the use of technology for the purpose of automating business processes and transactions.

From a service standpoint: facilitating cost reduction while simultaneously enhancing service delivery speed and quality.

View from The Internet: The Purchase and Sale of Goods and Data Are Examples of Electronic Commerce

B2B: Business web based business has been need for many years and is all the more regularly known as Electronic Information Trade. The internet now accounts for the

majority of connections, whereas in the past, EDI was carried out through a direct connection of some kind between businesses.

B2C: Relationship-based business to customers is new. This is where the customer gets to the arrangement of the provider. It is as yet a two-way capability yet is generally done exclusively through the web.

C2B: The customer-to-business relationship is a growing field in which the customer requested a particular service from the business.

B2E: The use of business to employees is growing. An Intranet is the more common name for this type of e-commerce. A website designed to provide information to employees of an organization is known as an intranet. The internet is typically accessed through the organization's network, but it can and frequently is made available to anyone with a password-protected internet account.

C2C: Most of the time, customer-to-customer sites are a form of an auction site. The buyer records things for deals with a business closeout site. The site is accessed by additional customers who make bids on the items. Following that, the website facilitates a connection between the buyer and seller to conclude the transaction. Typically, the site provider charges a transaction fee.

E-Commerce's Benefits:

Internet business or electronic trade includes completing business over the Web with the help of PCs, which are connected to one another shaping an organization. To be explicit internet business would purchase and selling of labor and products and move of assets through computerized correspondences.

Web based business shop has a few advantages to the two shippers and the clients who purchase from them. One of the biggest advantages of doing business online is that it costs less to start, it's easier to set up and open a store, and it takes less time to get an online business up and running and making money.

Web based business permits individuals to do organizations without the obstructions of time or distance. The products can be purchased and sold at any time, day or night. Because there is no human interaction during the online electronic purchase order process, the direct cost-of-sale for an order placed through a website is lower than for an order placed through traditional methods (retail, paper-based). Likewise, electronic selling practically kills handling mistakes, as well as being quicker and more advantageous for the guest.

There have been fewer opportunities for businesses to invest in strengthening their competitive position as a result of the day-to-day market pressures. The amount of money that can be invested has decreased as a result of a mature market and increased competition. The difference could be in the way the business is run if both the selling price and the cost of manufacturing cannot be reduced. By cutting down on expenses, e-commerce has provided a solution. E-commerce also provides a number of tangible benefits for buyers.

- Time saved by the buyer in sorting things out.
- Better choices for customers Resolving invoice and order inconsistencies takes less time.
- enhanced opportunities for alternative product purchases.

The exchange of information and transactions can take place at any time, twenty-four hours a day, seven days a week, and from any location in the world that has access to the Internet. Users do not need to be in the same physical location as an e-business. In e-business, there is in many cases a decrease in costs expected to finish conventional business methodology. Electronic methods, which are frequently simpler to implement and less costly overall, can replace many of these traditional business strategies. Customers receive highly customizable service and more effective communication when using an e-business. Online support offers significantly more adaptability, availability, and quick response times. Online sales also have a shorter delivery time, which helps strengthen the relationship between the business and its customers.

The internet is a great way to expand into new markets and share information with partners and customers. The web opens up a shiny new commercial center to organizations moving on the web. Waiting too long to move online could result in you losing your place in line entirely because competition via the internet is growing at the same rate as the internet itself. One of the main advantages of the internet is the ease with which real-time information can be accessed. This allows businesses to provide information that is more accurate and efficient, giving them a competitive advantage over those who are not online. In spite of the fact that there are gambles partner with e-business, similarly as with most business choices, there is additionally the gamble related with the failure to adjust to the evolving times.

E-Commerce's Beginnings and Future:

Although debated, Jeff Bezos' 1994 launch of Amazon.com from his garage marked the beginning of e-commerce. Websites like eBay, Dell, Walmart, and numerous others are examples of well-known e-commerce stores. Beginning around 1994, organizations of every kind imaginable have started sending off or growing their Internet based presence. At some random time, there are roughly 8 million customers overall that effectively shop and purchase through Online stores or retailers (almost one 10th of our total populace). According to online studies, revenues from online retail will reach a quarter trillion dollars by 2011.

Enhances Opportunities for New Relationships:

Opening or expanding an e-business can open up a world of possibilities and help you connect with new customers, potential business partners, and product manufacturers. You will be available for others to locate and inquire about new opportunities simply by being in a location that is easily accessible to users worldwide. Product suppliers will request that you include their products, and other businesses will approach you about partnership opportunities. Customers who do not know you exist will know about you. Large numbers of these potential open doors wouldn't introduce themselves without an internet based presence or webpage for them to find you all alone.

24/7/365 Open for Business:

An Internet business website fundamentally empowers you to have limitless store hours, giving your clients 24 hours every day, 7 days seven days' admittance to shop and purchase things from you. Even though some businesses decide to only be open five days a week, customers can still place orders over the weekend and get in touch with them at any time via email, phone, or fax. Additionally, maintaining a physical storefront or a phone operator that can operate 24 hours a day, 7 days a week incurs significantly more expenses than having your store open round-the-clock. Increases brand or product awareness: You can literally take orders and let customers shop while you sleep, on vacation, or from afar.

Having a Web-based business implies that you can in a real sense connect with a great many purchasers searching for what you sell anyplace on the planet. You will be able to contribute to the expansion of your company's and domain's brand name as well as the spread of awareness regarding your product line if you reach out to new markets and prominently display your website in front of them. You will aid in the promotion of your brand and products by providing users with access round-the-clock in an easily accessible location. Users who haven't heard of you will find out about you and help spread the word.

Ensures Customer Retention:

An e-commerce storefront will make it easier for your customers to buy your products and provide a novel way to display and describe them in a way that is informative, visual, and interactive. The clients you have will turn out to be more faithful customers each time they visit, making Online business extraordinary for further developed consumer loyalty and guest dedication. Customers will be able to shop from your catalog more easily now that you offer your products for sale online, receive notifications about new products or product discounts, and shop or buy whenever they want.

Possibility of Increasing Overall Sales:

A great way to boost overall business sales and potentially increase overall company profits is to create an eCommerce store that is an extension of a physical storefront. Most of the time, businesses that currently conduct business from a physical location are unaware of how much more money they could earn by expanding into their online markets. There are numerous opportunities for both new and established businesses when selling online. Especially if you already have a physical store, it's a great way to boost sales.

Potential to Increase Profits for The Business:

Opening an online extension of your store or moving your business entirely online are great ways to increase sales and possibly profits, as was mentioned earlier. Keep in mind that just because sales go up doesn't mean profits go up for the business. By opening an e-commerce store to sell their products, online businesses stand a better chance of increasing profits and sales. Since sales and profits are a company's lifeblood, it makes sense to increase them wherever and whenever possible throughout its existence. a larger budget, increased profits, and so on.

Possibility of Lowering Some Costs:

By moving their company or expanding it into the online world, owners of e-businesses can typically cut down on the costs of running their business as well as potentially increase sales and profits. Online business stores can run with less representatives including deals staff, client support reps, request satisfaction staff and others. E-businesses also don't need a physical location to run, which can save money on things like building leases, phone bills, utility bills, and other costs of running a physical storefront.

Increases Customer or Geographic Reach:

As previously stated, owning an eCommerce business typically means that you can sell your products to anyone and anywhere. Although there may be additional regulations, licensing requirements, or differences in currency in countries other than the United States, your options for customers are generally unlimited. While online businesses aren't restricted unless you establish geographical restrictions, physical storefronts are limited to the city in which they are situated. You should at the very least think about selling to people in the United States, but you should also think about Canada, the United Kingdom, Australia, and other places. Sell to anybody, at anytime, anywhere!

Enables Targeting of a Smaller Market or Niche:

Your eCommerce products may only wish to target smaller consumer markets and buyer niches, even though your customer reach may extend beyond your local area. When a business owns an online store, it has a lot of control over the customers it reaches and informs about the products it sells. At the moment, you can target women, men, a specific generation of users, a race, and numerous smaller niche markets. This is typically accomplished by using keywords that your target audience frequently uses to shop for your products.

Considers More Straightforward Conveyance of Data:

An Internet based store and Web handout are incredible ways of conveying and show data about your organization and the items you sell. If you have an online presence, your customers will have direct access to information about your company, products, promotions, specials, real-time data, and much more by simply visiting your website at any time. Not only is it beneficial to your customers, but it is also generally simpler for businesses to update their websites as opposed to dismantling an in-store display and erecting a new one for the upcoming event. Because it will be much simpler for you to update and remove, it can help you plan more updates and better sales as well as save your customers and yourself precious time.

Key Factors: A number of indicators that can highlight the development of e-commerce include technological factors: the level of development of the telecommunications infrastructure that gives consumers and businesses access to the new technology. Factors political: It encompasses the government's contribution to the development of e-commerce and information technology through legislation, initiatives, and funding.

Social elements: It takes into account the level of IT education and training advancements that will make it possible for employees as well as potential customers to comprehend and use the new technology. monetary factors: It includes the nation's overall wealth and economic health, as well as the factors that contribute to them.

Competition Problems:

- It is simple for anyone, good or bad, to start a business. Additionally, numerous fraudulent websites drain customers' funds.
- The quality of the product is not guaranteed.
- Unpredictable effects on the entire process can result from mechanical failures.
- Because there are few opportunities for customers to interact directly with the business, customer loyalty is constantly under scrutiny.

Analytical Study:

Tool: 1 Percentage analysis

Benefits of E Commerce to Business

Sr. No.	Benefits	In %
1	Good Business image	82%
2	Helps to sales leads	78%
3	Helps to sale anywhere in the world	55%
4	Helps to maintain relationship with customer	62%
5	Orders from foreign customers	36%
6	Enables penetration of unfamiliar foreign markets	32%
7	Lower international marketing cost	39%
8	No need for appoint foreign representative	33%
9	Competitive edge	67%
10	Avoids foreign branches	32%
11	Reduce costs of material	55%
12	Profit maximization	85%

Source: Primary Data

Table 9.1 benefits of e commerce to business shows that most of the respondents favored Profit maximization (85%) and Good Business image (82%).

Only a few are in the opinion that after the implementation of e commerce there is no need for appointing foreign representative (33%), and it also enables penetration of unfamiliar foreign markets (32%) and avoids cost of starting foreign branches (32%).

Tool: 2 Chi square Test

Hypothesis: There is no Change in the business performance before and after the deployment of E commerce

Deployment of E-Commerce	Level of Performance		Total
	High	Low	
Before	7 (22.57)	30 (14.43)	37
After	54 (38.43)	9 (38.43)	63
Total	61	39	100

Chi- square Value = 56.39

Degree of freedom = 1

Table Value at 5 % level = 3.84

The calculated value (56.39) is more than the table value (3.84). So there is an improvement in the business performance after the deployment of E commerce. Hence the hypothesis is rejected.

Suggestions:

In order to improve customer interaction, there must be a review or comments field on the website. Clarify ownership (governance, roles, and responsibilities) but also review governance and ownership for all customer-facing processes. Organizational entities must be involved in the initiation and planning of e-commerce. Proper training facilities should be provided to executives in new methods. Transmit ownership to everyone in the organization. To accomplish this, capitalize on the positive attitude toward e-commerce.

Establish a cross-departmental E-commerce steering team to bridge the gap between the organization's various units, particularly IT and marketing. Create an integrated roadmap for e-commerce. Concentrate on enhancing cross-departmental integration of e-business processes and alignment between IT and business.

Conclusion:

The growth of e-commerce varies greatly from region to region. E-commerce has been recognized as a top economic development priority by many businesses. The industries with the greatest potential for e-commerce in developed economies are largely identical to those with the greatest potential in developing economies. The online agro business will offer agricultural nation ranchers new chances to advertise their items around the world.

Various difficulties stay for carrying out online business. Today's businesses that want to encourage e-commerce would need to put in a lot of effort in the short term on both fronts to improve communication infrastructure and accessibility and adapt legal, financial, and logistical conditions to the new requirements of online commerce. They would undoubtedly need to address some of the fundamental prerequisites for global commerce in the long run.

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