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Concept of E-Commerce

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Research Paper - Commerce

Introduction :-

E-commerce stands for electronic commerce. It means dealing in goods & services through the electronic media & internet. The rapid growth of e-commerce in India is being driven by greater customer choice & improved convenience with the help of internet the vendor or merchant who sells products or services directly to the customer from the portal using a shopping basket system or digital cart & allows payment through debit card, credit card or electronic fund transfer payments. In the present scenario e-commerce market & its space is increasing in demand as well as an impressive display or range of a particular type of services. Ecommerce is already appearing in all areas of business, customer services, new product development & design. E-commerce business is growing in India because of wide range of product with minimum price wide range of suppliers & customers internet. In this modern era every business units want to join online business because increasing ratio of internet users in India.

Meaning of E-Commerce:-

1. E-commerce electronic commerce or EC - is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network,



primarily the internet. These business transactions occur either as business-to-business, business-to-consumer, consumer-to-consumer or consumer-to-business.

2. " The e-commerce business was booming for us as there was an increase in the online demand for our business niche. "

Research Methodology :

The paper has been written on the basis of secondary data. The secondary data were collected from published books, journals, research papers, magazines, daily newspaper, internet and official statistical documents. The study is qualitative in nature.

Objectives of the Research Study:-

Many E-Commerce business activities present different objectives. These may be specific and immediately measurable objectives as well as more general and complex. The most commonly cited objectives of the impact of electronic commerce on business are:

1. To explain the concept of E-Commerce.
2. To study the theoretical concept of E-Commerce.
3. To study the benefits of E-Commerce .
4. To study the barriers to E-Commerce.

Models of E-Commerce :-

1. Business-to-Business (B2B)

Another type of electronic commerce is business to business, where companies sell products or services to other companies over the Internet. An example would be the company GoDaddy, which sells domain names, websites, and hosting services to other businesses

2. Business-to-Consumer (B2C)

There are several types of electronic commerce. The most common is business to consumer in which a business sells products or services directly to consumers over the Internet. An example of a business to consumer e-commerce transaction would be an individual purchasing a pair of sneakers through Nike's website.



3. Consumer-to-Consumer (C2C)

There is consumer to consumer e-commerce, which is where consumers sell products to other consumers. An example would be one consumer selling something that he or she no longer needs or wants to another consumer via a site like eBay or Amazon.

4. Consumer-to-Business (C2B)

Consumer to business electronic commerce involves consumers selling products or services to businesses. You've taken part in this form of e-commerce if you've ever completed a paid online survey where you've given your opinion about a product.

5. Business-to-Administration (B2A)

This type of e-commerce happens when transactions are carried out online between companies and public administration. This area tends to involve a variety of services such as social security, employment and legal documentation. This type of e-commerce has seen an increase in recent years with the increased investment in e-government.

6. Consumer-to-Administration (C2A)

Lastly this type of e-commerce involves all transactions between individual people and public administration.

A few examples of this would be:

- Education - publishing and circulating information, distance learning
- Tax - Tax return forms and payments
- Health - payments to health services, appointments

Advantages of E-Commerce

1. E-Commerce will facilitates the Globalization of business
2. It Provides increased purchasing opportunities for the buyers
3. It can lower the staffing costs
4. E-commerce increases profits
5. It can increase speed & accuracy
6. Easy to expand the business
7. Low operational costs and better quality of services.
8. No need of physical company set-ups.



9. Easy to start and manage a business.
10. Customers can easily select products from different providers without moving around physically.

Disadvantages of E-Commerce :-

1. Fake websites: Fake websites can not only disgrace e commerce but bring bad name to e commerce also.
2. Fraud: Concerns about misuse of financial and personal data is a great weakness in e commerce.
3. Limitation of products: Limited number of products can be available.
4. Limited advertising: Limited advertising opportunities are available because in e commerce one cannot go for mass advertising.
5. Customer's satisfaction: There is no interaction between customer and the seller. Therefore the scope of convincing the customer does not exist. Many times customers prefer to buy the product by reaching personally to the market rather than purchasing through internet.
6. Fewer discounts and bargaining: Hardly online businesses offer discounts and bargaining cannot be possible.
7. Security: Security matter confuses customers especially about the integrity of the payment process.
8. Long delivery timing: Delivery time can be in days or weeks which one cannot wait for.
9. More shipping cost: Shipping cost increases if we order online.
10. No idea about quality and physical condition of the product: Online products cannot be touched, wear or sit on the products



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