International Journal of Research Publication and Reviews

E-COMMERCE

Sindushree, Prof. Dr. C Rangaswamy

Department of Electronics and Communication S J C Institute of Technology Chickballapur, India

ABSTRACT

Electronic commerce in the world is becoming an increasingly popular form of trade. Most shoppers start looking for products, descriptions and quality features online before buying a product. In order to provide customers with more convenience, more and more companies and existing stores are setting up their own online stores where a person can buy at a convenient time, even at night when regular stores are no longer working. Online stores allow you to save spent by a person searching for a particular product and driving through shops. E-commerce which was started in 1990's has taken a great leap in the world of computers, but the fact that has hindered the growth of e-commerce is security. Security is the challenge facing e-commerce today and there still a lot of advancement made in the field of security. The main advantage of e-commerce over traditional commerce is the user can browse online shops, compare prices and order merchandise sitting at home on their PC.

Keywords— Customers, Electronic commerce, Business, Internet, Growth, Profit.

I. INTRODUCTION

Now-a-days e-commerce is developing and expanding popular in an emerging economy. It requires the digital goods for carrying out their transactions. Digital goods are those goods which are performed or delivered over a digital network. E-commerce is transforming its way in which all enterprises are building relationships and are interacting with the consumers and Governments and among each other. As a result, e-commerce is now developing speedily in various markets and developing economies which are coming into frame. The technologies which are constructed to improve commercial transactions with the use of the Internet have evolved quickly.[2]

E-Commerce is the process of doing business online through computer networks. The first goal of an ecommerce site is to sell goods and services online. Online shopping may be a type of electronic shopping store where the customer is directly online to the seller's computer usually via the net. An individual sitting on his chair before of a computer can access all the facilities of the net to shop for or sell the products. Online Shopping System helps in buying of products, products and services online by choosing the listed products from website (E-Commerce site). The go-cart is especially useful for who haven't time to travel to shopping. Go-cart may be a important feature employed in e-commerce to help people making purchases online. [9]

II . E-COMMERCE AND ITS IMPORTANCE

E-commerce is referred to as electronic commerce. It means the electronic media and the internet for dealing with goods and services. E-Commerce entails a company accessing the internet as well as IT, such as the electronic data interchange (EDI). E-commerce concerns an internet vendor's website, trading goods or services to the user directly from the platform. The gateway uses a wireless purchase cart or a purchase basket to pay by credit card, debit card or Electronic fund transfer (EFT). A further description is as follows: Electronic communications and digital information processes in business transactions are used to create, modify and redefine value generation relations between, and between, organizations and individuals.

With the increasing spread of ICTs, specifically the Internet, the global corporate world pushes rapidly into ecommerce (Business-to-Business). As the Internet enables consumers to enter the global economy, they can compare prices across areas, find out how they vary by request, and become aware of substitution. The buyers obtain a distinct advantage. Thanks to market openness, consumers can conveniently compare e-commerce offerings from different websites. The rivals would immediately be one click away from the customer if the company is electronic. If consumers aren't comfortable with certain e-goods, content's pricing or services, they can adjust even more quickly than in traditional terms. They don't need a physical store from the point of view of the vendors.

III. E-COMMERCE FACILITATORS

1. **Internet:** E-commerce has grown through huge penetration of the internet. The Internet and intelligent mobile telephones have literally been part of every life. Internet no longer constitutes an intelligence source, however, it is an efficient means in which horsemen, and carpenters, physicians etc. can buy, read, communicate and even receive service. The supply chain is slender and intelligent, as digital networks can quickly link to customers, which greatly minimizes pollution and benefits green businesses. In the last 15 years, the ICT revolution has powered the economy unprecedentedly. The Internet and its services have helped grow new markets with huge technological advancements. In the 1980s the population of internet users was small, and there was a gradual but steady increase until 1994 when the number of test users was growing. The number of network users exploded with the advent of the World Wide Web and later the expansion of multimedia content. The internet has in turn evolved even quicker than any other previous medium. The United Nations International Telecommunication Union (ITU) recently forecast 3.2 billion users online in 2015. There were 7.2 billion inhabitants in May 2015. In 2000, worldwide Internet subscribers were just 400 million.

2. **Payment Gateway:** The payment transfer, which allows e-commerce, online shops, bricks, and clicks and traditional brick and mortar payments via credit card, is an ecommerce application service provider service. The main variables in internet transactions are payment routes that include credit cards, debit cards, online banking purchases, and transfers of electronic funds. There is a need for payment gates for sustainable future e-Commerce, and the environment shifts from cash into digital currency.

3. **Analytics:** Analytics is the empirical way of transforming data into decision-making intelligence. Analytics assists organizations in collecting, arranging, reviewing and commenting on their clients. The vast rise in data volume has caused organizations to rely on research to know the customer's behavior. Retailers must have real-time access to knowledge to compute returns on internet investments and a channel blend. Basic analytics are available for e-commerce players; for customer insight, average order volume, basket size measuring, conversion ratios are required and a deeper analytical approach is needed.

4. **Social Media:** To advertise their goods, businesses constantly use social media. Social media involves blogs and computer applications that allow the use of the computer or cell phone for connection and exchanging the information through the internet. Social networking is more critical in the creation of products and reminds clients of different deals. The input on the product or the service is also useful. It provides a brand-building tool for creating a trustworthy group of consumers, publications, word of mouth and so on.

5. **Autonomous Vehicles:** Autonomous cars are belongs to the motor vehicles category that can work without direct intervention from a human operator using artificial intelligence, sensors and the global system of positioning. The age of the private car is quickly approaching. Autonomous consumers will have much time to browse the internet, read emails, purchase new items and view commercials nearby. Very vast digital media expertise is obtained for autonomous vehicles. These shopping and search trends can be traced to assist businesses in tailoring their marketing strategy to avoid this new industry. Big data are now much wider in nature but in the coming years will be so adapted and predictive that nothing can be manually modified again.

6. **3D Printing:** 3D printer belongs to an electronic device category that can build a digital 3-dimensional model. The "additive manufacturing" technique is an overlay that resembles the successful laying of the colors of an ink-jet printer on a flat sheet of paper. 3D printing might one day blow out the method of output people use, as the Industrial Revolution in starting of 19th century shook agricultural life. 3D printing produces business of prototypes that the consumer is expected to print — or that the designer is connected to a third-party maker. The finished product is not marketed – the concept is sold and a printable license. In the corners of the internet, promising artists show their printing plans either at home or at work.

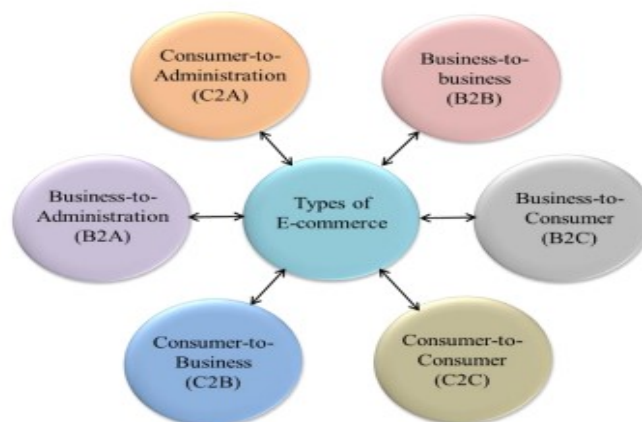## IV. E-COMMERCE BUSINESS TYPES

Fig 1: Types of the E-commerce based on their Characteristics.

Fig 1 shows the basic types of E-Commerce they are as below,

1. Business-to-Business (B2B): Electronic commerce B2B includes all electronic products or services transfers between firms. In general producers and traditional industrial wholesale companies use this approach for trading.

2. Business-to-Consumer (B2C): Company and final client electronic company partnerships E-commerce business to consumer. It is the ecommerce shopping section, where conventional retail business typically takes place. These partnership styles can be simpler, more complex and intermittent and can be discontinued. This business type has expanded considerably because of the advent of the Internet with a number of online shops and centers that offer customers' products of any kind such as computers, electronics, books, accessories, cars, food, financial materials and digital publications. In contrast to retail sales in conventional trade, the buyer typically has more knowledge about insightful content available and it is generally accepted that you can buy cheaper, without jeopardizing a similarly individual customer experience as well as promising easy processing.

3. Consumer-to-Consumer (C2C): Type C2C electronic e-commerce encompasses all trade in goods or services electronically between customers. Typically this exchange is done by a third party that offers an online transaction forum.

4. Consumer-to-business (C2B): In C2B is reversed the usual context of exchange in goods. This method of e-commerce is widely used in crowdsourcing-based companies. For companies that aim precisely at some types of services or items, individuals also sell their services or products. These events include locations at which artists ask for several suggestions for a logo and only one is successfully selected and purchased. Another popular medium in this business segment is the markets which sell photos, photos, media and design elements free of royalty.

5. Business-to-administration (B2A): This portion comprises all internet transactions between companies and the government. This covers a wide variety of diverse programs, notably in areas such as taxation, social care, healthcare, legal documentation and records, etc. These modes of services have been significantly extended in recent years by spending in egovernment.

6. Consumer-to-administration (C2A): The C2A model includes all electronic purchases between governments and individuals. Application highlights include:

1. Education – disseminating information, distance learning, etc.
2. Social Security – via information distribution, making payments, etc.
3. Taxes – filing tax returns, payments, etc.
4. Health – appointments, information about illnesses, payment of health services, etc

V. E-COMMERCE ADVANTAGES

1. Faster buying process.
2. Store and product listing creation.
3. Cost reduction.
4. Affordable advertising and marketing.
5. Flexibility for customers.
6. No reach limitations.
7. Product and price comparison.
8. Faster response to buyer/market demands.
9. Several payment modes.

VI. E-COMMERCE APPLICATIONS

1. Retail and Wholesale.
2. Online Marketing.
3. Finance.
4. Digital Advertising.
5. Manufacturing.
6. Online Booking.
7. Online Publishing.
8. Auctions.

VII. CONCLUSION

At last the conclusion comes that a day-by-day e-commerce are getting lots of success. Today many companies have adopted the e-commerce. Because e-commerce has become the buzzword for successful business across the world, as also in India. So, it will be concluding that in future e-commerce has growing faster. That means in the future e-commerce is one most important key factor to success of any company. The Indian economy is expected to even overtake the US economy by 2045 & e-commerce, will play a major part in that.In summary, in the years to come, the industry of electronic commerce will be a one of the leading sector in the field of electronic business. The revolution in electronic commerce has huge positive impact on the transaction industry by fast offering new markets and crossing edges. It greatly affected the conventional market system in the world and

made it possible to improve the lives of people. Although it provides customers and sellers rewards, e-commerce poses conventional businesses with obstacles to a sustainable place.

VIII. FUTURESCOPE

The future of e-commerce in India is undoubtedly going to increase year after year according to the market demand. And increasing number of people are finding the concept of shopping online advantageous if not striking. The standards that obtain customer service sections have tremendously touched the heart of people due to their love for online services. With these information going popular and with an increasing number of looking toward e-commerce for their business, it's important to understand and evaluate your e-commerce model in order to improve and expand upon it where necessary.

Another significant contributor to the future scope of e-commerce in India is the e-tailing industry which largely deals in providing jewellery, apparel and kitchen appliances online. Websites like Flipkart, Myntra, Amazon, Snapdeal, etc. Are all examples of enormous success of e-commerce in India.

REFERENCE

1. Dr.S.Brindha, Ms.K.Sudha, A. Anu shree, A. Jai jansi, G. Nandhini, E-Commerce Website with Enhanced Security, in International Research Journal of Engineering and Technology (IRJET), vol 7, issue 3, Mar 2020, pp 1583-1586.
2. Shivani Thakur, Riya Singh, Archit Verma, Tanmay Sachdeva, Ragini Karwayun, Electronic Commerce: Emerging Economy, in International Research Journal of Engineering and Technology, vol 7, issue 4, Apr 2020, pp 5545-5550.
3. Madhurima Khosla, Harish Kumar, Growth of E- commerce in India: An Analytical Review of Literature, in IOSR Journal of Business and Management(IOSR-JBM), vol 19, issue 6.ver. 1, June 2017, pp 91-95.
4. Krish Dasani, Rishika Pawar, Veena Namilla, Aarsh Dewanpelli, Restyling Clothing E-commerce Website, in International Research Journal of Engineering and Technology,vol 7, issue 2, Feb 2020, pp 2463-2465.
5. Amandeep, Ashwini Verma, Satyam Chaudhary, Vikram Thakur, A Review and Development of E-commerce Website, in International Research Journal of Engineering and Technology, vol 9, issue 4, April 2022, pp 2423-2427.
6. Dr. Prafullkumar Nanasaheb Tayade, Covid-19 and its impact on E-commerce in India- A Critical Study, in EPRA Internaltional Journal of Economics, Business and Management Studies (EBS), vol 8, issue 3, March 2021.
7. Maryani, Meyliana, Achmad Nizar Hidayanto, Harjanto Prabowo, E-commerce Model Adoption by Small- Medium Enterprises for Business Development, in IJRTE, vol 8, issue 5 January 2020, pp 4229-4233.
8. Basheer K.T, An Analytical Study of E-commerce in India, in International Journal of Creative Research Thoughts, vol 8, issue 7, July 2020, pp 4733-4741.
9. Aaftab Aalam, Shivansh Mishra, Satyam Sharma, Richa Gupta, Study and Development of E-commerce Website, in IRJET, vol 7, issue 5, May 2020, pp 1369-1372.
10. Shashank Narayan Srivastava, Suhani Kshatriya, Rajkumar Singh Rathore, Search Engine Optimization in E-commerce Sites, in IRJET, vol 4, issue 5, May 2017, pp 153-155.