

Exploring Rising Tendencies of E-Commerce and Challenges Ahead

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Abstract

E-commerce is more than a measure to support or refine the current corporate processes. E-commerce has abetted the online division of behavioral diversity and awarded a new sales network for the online retail industry in our country. The consumer commercial center is rapidly evolving into an electronic commercial center. Everything from needles to shipping is available for purchase on the Internet. E-commerce is not just another means to support or improve existing companies. Or e-commerce could have brought revolutionary changes to the market.

Introduction

E-commerce, though with massive growth potential in India, is projected to bring a central stage. In India, e-commerce is rapidly strengthening its share of trade. This means shopping online and swapping over products via the Internet and electronic media. It means the website of a sales representative who proposes goods to customers in a straight line from the gateway and manages goods and services using electronic media and the Internet. It refers to the site of an online seller where he or she is selling things or services to a client directly from the gateway. E-commerce is the practice of doing business using the Internet and other information technology tools. E-commerce, in its most basic form, is the expansion of commerce on the Internet. E-commerce has become the most popular online activity overnight.

E-commerce, often known as electronic business, is the exercise of the steering business that employs the Internet and knowledge technologies like electronic data exchange. Virtually and instantaneously, e-commerce has exceeded all

added Internet events. E-commerce is clearly defined as a marketable movement that is passed, connected or enhanced by electronic communication. In the modern era, many individuals have been encouraged to engage in e-commerce. Also, instead of relying on advertising revenue, the situation in India's main gateway has solidified with an emphasis on e-commerce.

Keywords: E-commerce, Online, Internet, Gateway, Payment.

Literature Review

E-commerce is a new term for practices related to the purchase and sale of goods using the processor system Anupam (2011). Business-related transactions involve transferring cross-way organizational/geographical precincts of value (such as currency) in an exchange. Understanding constraints requires knowledge of value exchange. E-commerce is impossible without value exchange (Laudon and Traver (2009)).

E-commerce, like the global travel industry, is opening up new avenues. Processes within and between companies are being altered by e-commerce. Several factors that companies must consider when adapting to e-commerce factors Nanekaran (2013). According to Hasan (2010), e-commerce has become an integral component of corporate strategy and a powerful mechanism for growth. Tonita Perea Y Monuwe et al. (2004) investigated the factors that motivate consumers to shop online in the U.S. and Europe. Expertise can improve a company's processes and increase efficiency if they are used correctly. Using e-commerce technology to help underdeveloped countries should yield better results, but this was not the case yet. (2002) was moderated by

Nakamura Shunsuke (then), who was a personality on the show.

Reasons For Evolution :

- **Busy Lifestyle** -People's lives are so hectic that they can't afford to go to crowded markets every time they need to shop. People also prefer to buy in a comfortable setting.
- **Lot of money to spend** -Individuals now have more spending power as a result of expanded employment options. As a result, people are eager to make online purchases.
- **Product Understanding**-People nowadays are considerably more aware of new items, their characteristics, pricing, and so on thanks to media such as television, radio, and newspapers. As a result, they may shop safely online.
- **Computer literacy is increasing**-Computer education is reaching new heights in India as a result of the efforts of the government and educational institutions. The tools and applications of computers are better understood by individuals. Urban pupils are not the only ones who can benefit from this.

Objectives of study:

1. To examine the factors that aid e-commerce.
2. To study e-commerce activities.
3. To examine the impediments to e-commerce.
4. To examine the encounters confronted by E-Commerce.

Nowadays 's e-commerce has developed a byword, and it has developed a vigorous fragment of our day-to-day existences. Some websites peddle a widespread assortment of goods.

E-commerce in india: where does it stand?

In recent Indian society, e-commerce is a catch phrase that is entrenched in our day-to-day lives. There is an excess of websites offering an extensive assortment of products. Some offer the specified products along with the relevant equipment. In our country, e-commerce has paved the path for the growth of large companies. Its growth has been aided by the expansion of online clients. E-commerce has helped the online sector thrive in different ways and has paved a new economic path for our country through the online retail industry.

E-commerce with a diverse range of products :

Some Internet entrances suggest intimately all categories of goods on a clear website; with conclusions, they satisfy purchasers of all kinds of goods. India e-commerce gateway extends a broad variety of products, along with apparel, health and exquisite goods, records and periodicals, peripherals, automobiles, sculptures, computer software, shopper microelectronics, household appliances, jewelry, entertainment possessions, gift tutelages, real estate, travel tickets, marriages, and more for men and women It will be. The use of electronic transmission channels involves trade, together with the purchase of products.

1) Make up classified Ads - online work, marriage, property, auto, and all-around Ads.

2) Reward Content - Subscriptions that include research, articles, and movies, among those added.

3) Digital Download - From the Internet to mobile phones and Internet-connected devices

Drivers of e-commerce:

1. Digital Conjunction.
2. Anytime, Anywhere, Anyone.
3. Vicissitudes In Organisations.
4. Extensive Admittance.
5. Compounding Weight On Operational Outlays & Profit Edges.
6. Mandate For Customise Products.

Categories of e-commerce:

B2B - e.g.Maruti,Tata Motors,Bajaj Motors, commodityindia.com

B2C- e.g.AMAZON.COM,YAHOO.COM Amul.com,

C2C- e.g.AUCTION-E.bay,WWW.SHADI.COM, e.g.bazee.com

C2B-e.g.MERCATTA.COM-(DEMAN AGGREGATES), VOXCAP.COM (SOCIAL CAUSE).razorfinish.com

Challenges of bricks and clicks business model:

Attract customers without touch,feel-option

Delivering Products

Returning Products can be Tricky (For Bulky Products).

Sales People support 24 X7 to customers by answering product related questions.

Feedback-Set Up Frequently Asked Questions. (FAQS)

Assessing Requirments for Online Business

Business Planning and Strategizing.

Vision, Preparing Business Plan, DefiningTargets, Setting Goals. Technology Infrastructure.

Phase-Hardware, Software, Security.

Building Site, Web Placement.

Advertising site, Customer service, feedback.

Online payment mechanism :

CREDIT CARDS - plastic cards with prearranged spending limits. e.g.HSBC, SBI.

DEBIT CARDS - upgraded ATM cards branded with VISA, Master Card.

SMART CARDS - a thin, plastic card containing a programmable chip with powerful processing capabilities.

E-WALLET operates like a carrier of e-cash And information, a real wallet does.

Virtual Organisation:

An office not constrained by actual walls or housed within a building.

An office devoid of physical space or boundaries and facilities.

A temporary network between several companies or people that come together to accomplish

Merits of virtual organisation:

Access to specialized resources

Unified face

Flexibility

Competitive advantage

Independence

Saving Of huge investment

Pitfalls of virtual organisation:

Less commitment

Members not able to work as a team

Temporary arrangement

Difficult to develop mutual trust

Employees may find it difficult to adjust

Conclusion

There have been advances in methodology. Geographical distance does not have much effect on the formation of business relations. The

growing demand for broadband services, rising living standards, expanding product types, falling prices and insights into busy living highlight this reality more vividly, and the growing demand for online services.

Future insights

The future of shopping lies in e-commerce. As a result, India's Internet economy will gain more importance. Both huge organizations and small businesses can take advantage of the new opportunities offered by the twenty-first century. E-commerce offers buyers a variety of benefits, including lower prices, more options and the ability to save time. Individuals can earn anything their customers have also greatly benefited from online services such as money transfers, e-ticketing, hotel bookings and payments. The role of the government in e-commerce is to establish a legislative framework.

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