

E-Commerce

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Abstract- E-commerce and online shopping in India is getting a transparent growth as more usage of internet facilities, high educational standards, changing life style and economical growth of the country reasons in the demand of e-commerce techniques and tools. Versatile shopping experience and rapid development of transaction facilities is further boosting opportunities for the remaining market segments. One of the foremost important issues to be addressed in electronic commerce is that the area of services. The primary purpose of this study is to look at and uncover the impact of e-commerce and also identify the problems and areas important to the implementation of e-commerce that may help in enhancing the productivity within the economic process of the country.

I. INTRODUCTION

E-commerce is that the process of shopping for and selling produce by electronic means like by mobile applications and therefore the Internet. E-commerce refers to both online retail and electronic transactions. E-commerce has hugely increased in popularity over the last decades, and in ways, it's replacing traditional brick and mortar stores. Typical e-commerce transactions include the acquisition of online books (such as Amazon) and music purchases (music download) within the type of digital distribution like Itune stores), and to a less extent, customized/personalized online liquor store in ventory services. E-commerce enables you to shop for and sell products on a worldwide scale , day each day without incurring an equivalent overheads as you'd with running a brick and mortar store.

II. MEANING OF E-COMMERCE

E-Commerce, or the short for “Electronic Commerce” is that the process of selling and buying which done via the online or the web . Unlike the physical store, in E-Commerce, there's no need for the customer and therefore the seller to satisfy with one another so as to try to to the entire selling and buying process. While most of the people consider e-commerce as business to consumer (B2C), there are many other sorts of e-commerce. These include online auction sites, internet banking, online ticketing and reservations, and business to business (B2B) transactions.

III. OBJECTIVES

1. To study the importance of e-commerce in today world.
2. To understand the fundamental requirements for initiating an online business.
3. To analyse how e-commerce id delivered anytime and any where to offer its online instructions.
4. To compare various e-business models.

Advantages of E-COMMERCE:

1. Global Reach – With a physical brick and mortar store you're limited geographically to nearby markets, i.e., if you've got a store in any and need to also sell in New Jersey,
2. Always Open – Physical businesses usually have limited hours, but a web e-commerce shop remains “open” 24 hours each day, seven days every week, three hundred and sixty five days a year. This is hugely convenient for the customer and a superb opportunity for merchants.
3. Cost Savings – Ecommerce businesses have significantly lower operating costs compared to physical shops. There's no rent, no staff to rent and pay, and really little within the way of fixed operating costs.

Disadvantages of Ecommerce:

1. Trust: Trust may be a big word in e-commerce. A trusted payment solution like paypal can help instill confidence in people visiting our website. Using a review system like trust pilot or registering your site as a google trust store are just a couple of ways you'll conquer these potential barriers 2.Technical issues: If you aren't technologically minded, and let's be honest-you don't need to be to start out a web store, you'll run into the subsequent issues:
2. Competitors: As the initial found out costs related to starting an e-commerce business are so small, this makes it a saturated market.
3. No physical presence: Although this is often improving with time, the very fact that visitors can't see or feel any of your products are often a downfall. **Types of E-commerce:** There are six types of e commerce and briefly explained what all of them mean.

1. Business- to-Business (B2B) Quite self-explanatory, B2B e-commerce occurs when a transaction is formed between two businesses. Successful B2B businesses include companies like hubspot who offer inbound marketing and sales software.
2. Business-to-Consumer (B2C) The success stories above are all B2C e-commerce companies. This is when stores sell products to consumers, i.e., people such as you and me.
3. Consumer-to-Consumer (C2C) C2C e commerce occurs when consumer sells on to consumers. This has seen a specific boom over the last ten years. Sites like depop, gumtree and shpock have made a huge name for themselves.
4. Consumer-to-Business(C2B) :Consumer to business models is slightly less common in huge name for themselves.
5. Consumer-to-Business(C2B): Consume to business models is slightly less common in e-commerce. This materializes when a consumer sells or contributes money to a corporation .
6. Business-to-Administration(B2A):This type of e-commerce happens when transactions are administered online between companies and public administration.
7. Consumer-to-Administration(C2A): Lastly, this sort of e-commerce involves all transactions between individual people and public administration

commerce will drastically progress over the years because the amount of internet users among businesses and consumers grows drastically per annum . In generally today's businesses should strive to make subsequent neatest thing that buyers will want because consumers still desire their products, services etc. To continuously to better, faster, and cheaper.

IV. FINDINGS

E-commerce is growing explosively. Before the top of this decade many organisations and individuals are going to be buying, selling, binding, braking, advertising and collaborating on day to day because the internet merges with other branches of data highways, which can result a top quality and low cost infrastructure.

V. SUGGESTIONS

E-commerce has been developed world wide. In electronic commerce we cannot touch, smell and feel the product which we are going to buy. Some websites will not provide cash on delivery option. unofficial websites are become more now a days. Use only official websites for shopping. Prefer the websites where return back of goods option is available. Don't prefer where the product cost is to less and with no product return back options.

VI. CONCLUSION

E-commerce may be a good way for businesses and consumers to interact internationally. The future of E-