Customer Opinion Towards Erp Technology In E-Commerce With Reference Using Tally Prime At Tirupur District

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Abstract- *Every business must keep its books of accounts up to date for each fiscal year in order to determine the overall impact of its operations. Traditionally, a qualified accountant with solid bookkeeping and accounting skills has done the bookkeeping by hand.Accounting software enables the electronic creation of accounts. The most used accounting program is Tally Prime. Even individuals without a deep understanding of accounting can use this program to maintain the books of accounts because it is straightforward and easy to use. It provides a comprehensive answer to all of an organization's accounting needs.*

I. INTRODUCTION

This study aims to explore the role of ERP technology, particularly Tally ERP, in enhancing the performance of e-commerce businesses. By examining its features and capabilities, the research will highlight how Tally ERP supports e-commerce companies in optimizing operational efficiency, improving data accuracy, enhancing decision-making, and ensuring business growth. Furthermore, the study will address the impact of Tally ERP on key e-commerce functions, such as order processing, financial management, and customer relationship management.

II. REVIEW OF LITERATURE

Michal Pohludka, Hana Stverkova and Beata Ślusarczyk (2018)[1]This study underscores the importance of Enterprise Resource Planning (ERP) systems in driving sustainable development within global companies, particularly as part of the Fourth Industrial Revolution. The shift towards globalization and the increasing complexity of managing global operations demand a unified ERP platform to streamline business functions, enhance flexibility, and improve decision-making. Research highlights that successful ERP implementation is closely linked to efficient organizational structure, effective communication, and top-management involvement, alongside the integration of Customer Relationship Management (CRM) systems. Studies indicate that while the process is costly and time-consuming, ERP unification leads to significant cost reductions, improved financial performance, and better alignment of strategic goals. Furthermore, the literature emphasizes the need for customized solutions and comprehensive employee training to ensure successful deployment. Despite challenges, the benefits of ERP systems are seen as long-term investments that promote scalability, operational efficiency, and improved competitiveness in global markets. However, limitations in existing studies, such as the reliance on data from a single company, call for broader research across industries to further validate the impact of ERP systems on innovation and performance.

Moutaz Haddaraab, Ahmed Elragala (2015)[2] This literature on the Factory of the Future (FoF) primarily focuses on the technological advancements, such as cyber-physical systems, the Internet of Things (IoT), and machine-to-machine (M2M) communication, that enable the next industrial revolution. While existing studies emphasize the technical aspects, such as machine autonomy and communication protocols, there is a gap in the literature concerning the business and organizational challenges associated with the transition to smart factories. However, challenges remain, particularly with M2M communication and the lack of unified communication standards, which may hinder the integration of smart factory technologies. The literature also suggests that while ERP systems are operationally and technologically ready for FoF, there are industry-specific variations in their applicability and effectiveness. Additionally, there is a need for more research on the economic feasibility and organizational adaptation to FoF, as well as the need for collaboration between ERP and machine vendors to develop global communication standards.

Sudhaman Parthasarathya, Srinarayan Sharmab(2016) This literature on ERP packages primarily focuses on the standardization of business processes and the introduction of industry best practices. However, many organizations face challenges when there is a mismatch between the generic processes encapsulated by ERP systems

and their unique organizational needs. To address this gap, companies often customize ERP packages to better align with their specific requirements, though this customization can impact the efficiency of the system. Previous studies have explored the efficiency of standard ERP implementations, but there has been little research specifically addressing the efficiency of customized ERP packages. Customization, while critical for the success of ERP systems, has not been extensively evaluated in terms of its effect on the overall efficiency of the ERP system. This gap in research is significant because understanding the relationship between customization and efficiency can help organizations optimize ERP implementation and better benchmark customization practices. Existing studies on ERP efficiency largely overlook the technical implications of customized ERP systems, which this research aims to address using Data Envelopment Analysis (DEA) to assess and correlate customization levels with efficiency. This study contributes to both theoretical and practical understanding by providing insights into the efficiency of customized ERP packages and offering recommendations for optimizing ERP customization.

J. Senthil Kumar and Dr. L. Jagadeesan (2018) The literature on accounting software highlights the shift from traditional manual bookkeeping to electronic systems, with Tally.ERP 9 emerging as one of the most widely used solutions. Tally.ERP 9 is celebrated for its simplicity, making it accessible even to users with minimal accounting knowledge. It offers a comprehensive suite of features, including invoice customization, real-time stock tracking, and tax compliance reporting, which make it a versatile tool for business management. Despite its popularity, studies show that while customers are generally aware of the basic features of Tally.ERP 9, there is a lack of awareness regarding its more advanced functionalities. This gap in knowledge suggests that while the software is efficient and user-friendly, its full potential is not being fully utilized by all users, especially when it comes to the advanced features that could further streamline accounting processes**.**

STATEMENT OF THE PROBLEM

In today's fast-evolving digital marketplace, e-commerce businesses are under constant pressure to optimize their operations, improve customer experience, and ensure business scalability. As e-commerce transactions grow, the need for integrated and efficient management of various business processes becomes increasingly important. From inventory management to orderprocessing and financial accounting, e-commerce companies require a unified solution to ensure smooth operations and accurate data flow. The core problem this study seeks to address is the lack of comprehensive research on the role of Tally ERP in the e-commerce sector. Specifically, it explores how Tally ERP can be leveraged to improve operational efficiency, optimize resource management, and contribute to the overall growth of ecommerce businesses.

NEED FOR THE STUDY

The rapid growth of the e-commerce industry has revolutionized how businesses interact with customers, manage operations, and compete in the marketplace. However, this growth has also presented numerous challenges, particularly in managing the complexity of e-commerce processes such as inventory management, order fulfillment, accounting, and customer relationship management. As businessesscale, they need Despite the proven advantages of ERP systems, many small and medium-sized enterprises (SMEs) in the e-commerce sector still face difficulties in adopting and utilizing ERP solutions effectively. While Tally ERP has long been recognized forits ease of use and cost-effectivenessin streamlining accounting and inventory processes, there is limited research specifically focused on its role and potential in the context of e-commerce businesses. This gap in research highlights the need for a focused study on the role of Tally ERP technology in e-commerce and how it can contribute to optimizing business operations in a highly competitive environment.

The need for this study can be summarized as follows:

1. Rising Complexity in E-Commerce Operations.
2. Increasing Demand for Efficiency and Automation.
3. Lack of Awareness of Tally ERP's Role in E-Commerce.
4. SMEs' Resource Constraints.
5. Impact on Decision-Making and Business Growth

OBJECTIVES OF THE STUDY

This study aims to evaluate how Tally ERP can help businesses improve their operational efficiency, reduce errors, and provide real-time data for informed decision- making. To identify how tally prime become an important tool in E-commerce

- To find out the how ERP software have created impact on various aspects of E-commerce
- To identify how Tally Prime become an important tool in E-Commerce
- To examine about the exception and needs of the users who have adapted tally
- To analyse how E-commerce get benefitted from such software

SCOPE OF THE STUDY

The scope of this study is centered around examining the role of Tally ERP technology in enhancing the operations of e-commerce businesses, particularly small and medium-sized enterprises (SMEs). The research will focus on the impact of Tally ERP across key areas such as inventory management, order processing, financial accounting, and customer relationship management. The study will primarily cover businesses operating in India, where Tally ERP is widely used, though the findings can be applied to other regions with similar business

LIMITATIONS OF THE STUDY:

- This research reflects the perception of employees in Tirupur District only. So, findings and suggestions in this research cannot be extrapolated to the entire population.
- Sample size is 120 which is very small that is not enough to study the awareness and opinions in a broad view As convenient technique is convenient sampling so it may result in personal bias. So perfect result cannot be achieved.
- The study might also consist of false information's of the respondent's, based on their interest in revealing it.

III. REASEARCH METHADOLOGY

Research methodology refers to the systematic plan and approach a researcher employs to conduct a study, ensuring that the research process is logical, transparent, and reproducible. It encompasses the selection of research methods, data collection techniques, and analysis procedures tailored to address specific research questions or hypotheses. A well-defined methodology enhances the credibility and validity of research findings.

RESEARCH DESIGN

Descriptive research is a type of research method that aims to describe characteristics, behaviors, events, or phenomena asthey naturally occur, without manipulating or controlling variables. The primary goal of descriptive research is to provide a detailed and accurate picture of a situation, group, or population at a specific point in time. It seeks to answer the "what" questions rather than the "how" or "why," focusing on observing and documenting the current state of affairs.

SAMPLING TECHNIQUE

Convenience sampling is a non-probability sampling technique where researchers select participants who are easiest or most convenient to access, rather than using random selection or other methods that ensure a more representative sample. This approach is often chosen for its simplicity, speed, and low cost, as it involvesselecting people or unitsthat are readily available or close by, without much effort or planning.

SAMPLE SIZE

The sample size refers to the number of individuals or units selected from the population to participate in the research study.

DATA COLLECTION

This Study was based on primary data, which was collected through structured questionnaire from the employees in Tirupur District. The Research applied stratified sampling on the responses from employees in Tirupur District.

SOURCE OF DATA

Source of data refer to the origins or places from which data is gathered to answer research questions or test hypotheses. These sources are crucial for the research process, as they determine the quality, reliability, and relevance of the data. Broadly, there are two main types of data sources: primary and secondary data sources.

PRIMARY DATA

Primary data refers to original,first hand information collected directly for the specific purpose of the research study. This data is gathered through various methods like surveys, interviews, observations, and experiments. Researchers use primary data when they need information that is up to date, specific, and directly related to their research question.

SECONDARY DATA

Secondary data, on the other hand, refers to information that has already been collected by other researchers, institutions, or organizations. This data is often published in books, academic journals, government reports, market research studies, and other public records**.**

IV. RESEARCH FINDINGS

SIMPLE PERCENTAGE ANALYSIS

INTERROGATIONS	RESPONSE	FREQUENCY	PERCENTAGE
Gender	Male	66	55%
	Female	55	45%
	Total	**120**	**100%**
Age	18-25	58	48.3%
	25-35	41	34.2%
	35-45	14	11.7%
	Above-45	7	5.8%
	Total	**120**	**100%**
Education Qualification	School level	17	14.2%
	Graduate	42	35%
	Post graduate	36	30%
	Professional	22	18.3%
	Others	3	2.5%
	Total	**120**	**100%**
Marital Status	Married	42	35%
	Unmarried	78	65%
	Total	**100**	**120%**
Salary	Rs 1,00,000	25	20.8%
	Rs 1,00,000-3,00,000	48	40%
	Rs 3,00,000-5,00,000	37	30.8%
	Above 5,00,000	10	8.3%
	Total	**120**	**100%**
Period Of Using Tally	Less than 1 year	23	19.2%
	1 Year to 3 years	45	37.5%
	3 years to 5 years	34	28.3%
	Above 5 years	18	15%
	Total	**120**	**100%**
Accounting Process	Significant improved	27	22.5%
	Somewhat improved	74	61.7%
	No significant change	16	13.3%
	Made complex	3	2.5%
	Total	**120**	**100%**
Comparing Tally Prime With Other Tools	Very easy	20	16.7%
	Easy	43	35.8%
	Neutral	46	38.3%
	Difficult	6	5%
	Very difficult	3	4.2%
	Total	**120**	**100%**
Reports and Analytics	Very satisfied	23	19.2%
	Satisfied	72	60%
	Neutral	23	19.2%
	Dissatisfied	2	1.7%
	Total	**120**	**100%**
ERP Currently Use	Tally prime	33	27.5%
	SAP	41	34.2%
	Oracle	31	25.8%
	Microsoft dynamics	14	11.7%
	Other	1	0.8%
	Total	**120**	**100%**
Manual Errors	Yes, significantly	25	20.8%
	Yes, to some extent	58	48.3%
	No, not much	25	20.8%
	No, it has increased errors	12	10%
	Total	**120**	**100%**
Challenges And Limitations While Using Tally Prime	Lack of integration with other tools	18	15%
	User interface is difficult to navigate	44	36.7%
	Limited scalability	37	30.8%
	High cost	16	13%
	None	5	4.2%
	Total	**120**	**100%**
Customer Support	Very important	40	33.3%
	Important	52	43.3%
	Neutral	25	20.8%
	Not very important	3	2.5%
	Total	**120**	**100%**
Improvements For Better Integration	Better integration with other software tools	16	13.3%
	Enhanced user interface	50	41.3%

	Morecomprehensive reports	38	31.7%
	Comprehensive reports	16	13.3%
	Total	**120**	**100%**
Frequency	Multiple times a day	30	25%
	Once a day	56	46.7%
	A few times a week	27	22.5%
	Rarely	7	5.8%
	Total	**120**	**100%**
User Feedback	Very easy	18	15%
	Easy	35	29.2%
	Neutral	40	33.3%
	Difficult	20	16.7%
	Very difficult	7	5.8%
	Total	**120**	**100%**
Time Savings	Yes, a lot of time	24	20%
	Yes, some extent	53	44.2%
	No, it has not saved time	33	27.5%
	No, it has made processes slower	10	8.3%
	Total	**120**	**100%**
User ratings	Very easy	19	15.8%
	Easy	39	32.5%
	Neutral	33	27.5%
	Difficult	19	15.8%
	Very difficult	10	8.3%
	Total	**120**	**100%**
System Downtime And Errors	Yes frequently	28	23.3%
	Yes occasionally	64	53.3%
	No never	19	15.8%
	Not sure	9	7.5%
	Total	**120**	**100%**
Data security confidence	Very confident	23	19.2%
	Somewhat confident	41	34.2%
	Not confident	34	28.3%
	Not confident	15	12.5%
	Not sure	7	5.8%
	Total	**120**	**100%**

V. SUGGESTION

- Improve integration between Tally ERP and popular e-commerce platforms like Amazon, Flipkart, and Shopify for seamless management of sales and inventory.
- Simplify the user interface to make it more accessible for non-technical users, particularly small business owners in Tirupur.
- Provide region-specific training programs tailored to the unique needs of Tirupur's textile and garment industry to help businesses get the most out of Tally ERP.
- Offer more customization options in Tally ERP to cater to the specific needs of businesses in the textile sector, such as bulk order management and return processing.
- Develop mobile apps or mobile-optimized versions of Tally ERP to allow business owners and staff to manage operations from anywhere.
- Incorporate more automation features in Tally ERP, such as automatic stock updates, invoicing, and order processing to reduce manual effort.
- Enable multi-currency support to facilitate global transactions for businesses expanding beyond domestic markets.
- Strengthen the cloud-based version of Tally ERP to provide better scalability, remote access, and secure data storage for growing businesses.
- Improve inventory tracking features to allow better forecasting and reduce issues with stockouts or excess inventory.
- Include advanced reporting tools that allow businesses to generate customized reports based on their specific operations, such as production, order, and financial reports.

VI. CONCLUSION

In conclusion, Tally ERP plays a crucial role in enhancing the efficiency and scalability of e-commerce businesses, especially in regions like Tirupur. By improving integration with e-commerce platforms, simplifying the user interface, offering more customization, and adopting cloud-based solutions, Tally can better cater to the unique needs of businesses in the textile and garment industry. Incorporating automation, mobile access, and enhanced customer support will further streamline operations, helping businesses grow and stay competitive in the evolving e-commerce landscape.

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