

## **E-commerce and its effect on nowadays production**

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### **Abstract**

Electronic Commerce is method of doing business through laptop networks. Someone sitting on his chair before of a laptop will access all the facilities of the net to buy or sell the product. Not like traditional commerce that's applied physically with effort of someone to travel & get product, ecommerce has created it easier for human to cut back physical work and to avoid wasting time. E-Commerce that was started in early 1990's has taken an excellent leap within the world of computers; however the very fact that has hindered the expansion of e-commerce is security. Security is that the challenge facing e-commerce these days & there's still lots of advancement created in the field of security. The most advantage of e-commerce over traditional commerce is that the user will browse on-line retailers, compare costs and order merchandise sitting reception on their computer. For increasing the utilization of e-commerce in developing countries the B2B e-commerce is enforced for rising access to international markets for corporations in developing countries. For a developing country advancement within the field of e-commerce is important. The analysis strategy shows the importance of the e-commerce in developing countries for business applications.

**Keywords:** human-computer, e-commerce, direct Marketing, traditional commerce

### **Introduction**

Electronic commerce or ecommerce is a term for any type of business, or commercial transaction that involves the transfer of information across the Internet. It covers a range of different types of businesses, from consumer based retail sites, through auction or music sites, to business exchanges trading goods and services between corporations. It is currently one of the most important aspects of the Internet to emerge.

Ecommerce allows consumers to electronically exchange goods and services with no barriers of time or distance. Electronic commerce has expanded rapidly over the past five years and is predicted to continue at this rate, or even accelerate. In the near future the boundaries between "conventional" and "electronic" commerce will become increasingly blurred as more and more businesses move sections of their operations onto the Internet.

Business to Business or B2B refers to electronic commerce between businesses rather than between a business and a consumer. B2B businesses often deal with hundreds or even thousands of other businesses, either as customers or suppliers. Carrying out these transactions electronically provides vast competitive advantages over traditional methods. When implemented properly, ecommerce is often faster, cheaper and more convenient than the traditional methods of bartering goods and services.

Electronic transactions have been around for quite some time in the form of Electronic Data Interchange or EDI. EDI requires each supplier and customer to set up a dedicated data link (between them), where ecommerce provides a cost-effective method for companies to set up multiple, ad-hoc links. Electronic commerce has also led to the development of electronic marketplaces where suppliers and potential customers are brought together to conduct mutually beneficial trade.

The road to creating a successful online store can be a difficult if unaware of ecommerce principles and what ecommerce is

supposed to do for your online business. Researching and understanding the guidelines required to properly implement an e-business plan is a crucial part to becoming successful with online store building.

Shopping cart software is an operating system used to allow consumers to purchase goods and or services, track customers, and tie together all aspects of ecommerce into one cohesive whole.

While there are many types of software that you can use, customizable, turnkey solutions are proven to be a cost effective method to build, edit and maintain an online store. How do online shopping carts differ from those found in a grocery store? The image is one of an invisible shopping cart. You enter an online store, see a product that fulfils your demand and you place it into your virtual shopping basket. When you are through browsing, you click checkout and complete the transaction by providing payment information.

To start an online business it is best to find a niche product that consumers have difficulty finding in malls or department stores. Also take shipping into consideration. Pets.com found out the hard way: dog food is expensive to ship FedEx. Then you need an ecommerce enabled website. This can either be a new site developed from scratch, or an existing site to which you can add ecommerce shopping cart capabilities.

The next step, you need a means of accepting online payments. This usually entails obtaining a merchant account and accepting credit cards through an online payment gateway (some smaller sites stick with simpler methods of accepting payments such as PayPal).

Lastly, you need a marketing strategy for driving targeted traffic to your site and a means of enticing repeat customers. If you are new to ecommerce keep things simple- know your limitations.

Ecommerce can be a very rewarding venture, but you cannot make money overnight. It is important to do a lot of research, ask questions, work hard and make on business decisions on

facts learned from researching ecommerce. Don't rely on "gut" feelings. We hope our online ecommerce tutorial has helped your business make a better decision in choosing an online shopping cart for your ecommerce store.

Commerce (the commercialism of goods) has been a significant impetus for human survival since the start of recorded history and beyond. The mass adoption of the web has created a paradigm shift within the approach businesses are conducted these days. The past decade has seen the emergence of a replacement reasonably commerce: e-commerce, the shopping for and marketing of goods through human-computer interaction over the web. Traditional physical commercialism of products and currency is changing into increasingly} unpopular and more businesses are jumping on the e-commerce bandwagon. Today, the road between e-commerce and ancient commerce is changing into a lot of blurred as a lot of businesses begin and still integrate the web and e-commerce technologies into their business processes.

### **Definition of E-Commerce**

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. The terms e-commerce and e-business are often used interchangeably. The term e-tail is also sometimes used in reference to transactional processes for online shopping.

### **Conducting Business Online (E-Commerce)**

Doing business on-line is electronic commerce, and there are four main areas during which corporations conduct business on-line today: marketing, selling, and services Online banking and charge. Secure distribution of data. Value-chain commercialism and company is buying.

### **Direct Marketing, Selling, and Services**

Today, a lot of websites specialise in marketing, selling, and services than on the other type of electronic commerce. Direct marketing was the earliest type of electronic commerce, and has verified to be a stepping-stone to a lot of advanced commerce operations for several corporations. Successes like Amazon.com, Barnes and Noble, dell laptop, and also the introduction of e-tickets by major airlines, have catalyzed the expansion of this phase, proving the reach and client acceptance of the web.

### **Financial and Information Services**

A broad range of economic and knowledge services are performed over the web these days, and sites that provide them are enjoying ascent. These sites are standard as a result of the assist customers, businesses of all sizes, and monetary establishments distribute a number of their most significant data over the web with bigger convenience and richness that's offered victimisation different channels. For instance, you have: on-line banking on-line request secure data distribution.

### **Online Banking**

Consumers and little businesses will save time and cash by doing their banking on the web. Paying bills, creating transfers between accounts, and commerce stocks, bonds, and mutual funds will all be performed electronically by victimisation the

web to attach customers and tiny businesses with their monetary establishments.

### **Online Billing**

Companies are whose bills are able to do important price savings and selling advantages through the employment of Internet-based bill delivery and receiving systems. Today, customers receive a median of 25 bills per month by mail from retailers, MasterCard corporations, and utilities.

### **Secure Information Distribution**

To many businesses, data is their most beneficial quality. Though the web will change businesses to achieve vast new markets for that data, businesses should additionally safeguard that data to shield their assets.

### **Maintenance, Repair, and Operations (MRO)**

The Internet conjointly offers tremendous time and price savings for company buying of inexpensive, high-volume product for maintenance, repair, and operations (MRO) activities. Typical MRO product embody workplace provides (such as pens and paper), workplace instrumentality and piece of furniture, computers, and replacement elements. Company staff will order instrumentality on websites, company officers will mechanically enforce purchase approval and policies through machine-driven business rules and suppliers will keep their catalogue info centralized and up-to-date. Order applications will then use the net to transfer the order to suppliers.

### **Value-Chain Integration**

No different business model highlights the necessity for tight integration across suppliers, makers, and distributors quite just like the worth chain. Delays in inventory following and management will ripple from the money box all the means back to staple production, making inventory shortages at any stage of the worth chain. The ensuing out-of-stock events will mean lost business.

### **Issues in Implementing Electronic Commerce**

Although it is simple to describe their benefits, it is not nearly as easy to develop and deploy commerce systems. Companies can face significant implementation issues:

- Cost
- Value
- Security
- Cost

Electronic commerce needs vital investments in new technologies that may bit several of a company's core business processes. Like all major business systems, electronic commerce systems need vital investments in hardware, software, staffing, and coaching. Businesses want comprehensive solutions with larger ease-of-use to assist foster cost-efficient readying.

### **Value**

Businesses wish to understand that their investments in electronic commerce systems can manufacture a comeback. Business objectives like lead generation, business-process automation, and price reduction should be met. Systems wont to reach these goals have to be compelled to be versatile

enough to alter once the business changes.

### **Security**

The Internet provides universal access, however corporations should shield their assets against accidental or malicious misuse. System security, however, should not produce prohibitory quality or cut back flexibility. Client info conjointly must be protected against internal and external misuse. Privacy systems ought to safeguard the non-public info important to putting together sites that satisfy client and business desires.

### **Incentives for Engaging In E-Commerce**

A basic truth of net selling is that every one retail websites are created equal as way because the "location, location, location" imperative of success in selling worries. No web site is any nearer to its net customers and competitors giving similar merchandise and services could also be solely a click away. This makes it very important that companies realize ways that to create client satisfaction, loyalty, and relationships, thus customers keep returning to their net stores. The incentives for participating in e-commerce are listed as follows: choice and worth, enticing product choices, competitive costs, satisfaction guarantees, and client support once the sale performance and repair, fast, straightforward navigation, shopping, and buying, and prompt shipping and delivery. Look and Feel: enticing net front, web site looking areas, multimedia system product catalogue pages, and looking options. Advertising and Incentives: Targeted web-page advertising and e-mail promotions, discounts and special offers, together with advertising at affiliate sites. Personal Attention: Personal web content, customized product recommendations, net advertising, and e-mail notices, and interactive support for all customers. Community Relationships: Virtual communities of consumers, suppliers, company representatives, and others via newsgroups, chat rooms, and links to connected sites. Security and responsibility: Security of client info and web site transactions, trustworthy product info, and reliable order fulfilment.

### **Advantages of E-Commerce**

With the astonishing growth of the web, several firms are finding new and exciting ways in which to expand upon their business opportunities. These are the benefits of net and e-commerce in general: Speed. The web and World Wide net offer businesses opportunities to exchange messages or complete transactions nearly instantly. Even with the slowest connections, doing business electronically is way quicker than ancient modes. With enhanced speeds of communication, the delivery time is accelerated which makes the complete dealings from begin to end additional economical, Price Saving. By using the web, marketing, distribution, personnel, phone, postage and printing prices, among several others, are often reduced. You'll begin doing business in Net for as very little as thousand of rupees. These funds will then be entertained to selling and advertising of your product or service.

No Boundaries: Net doesn't understand any national boundary. Meaning you'll do business everywhere the planet as simply as you will in your own neighbourhood. Since the web connects everybody in Net, data is transmitted at the speed of sound or the speed of sunshine, looking on your affiliation. Simple

Networking: One advantage of the web is that's permits folks to simply meet, gather data/information and keep in reality with others at a really low price currently nearly everybody will mechanically expose his/her business to the international market. Meeting with new network regionally and from different countries are often done anytime and anyplace currently.

### **Disadvantages of E-Commerce**

Although the list of e-commerce advantages is long, yet the e-commerce environment is far from perfection. In fact, some of the e-commerce disadvantages cause both consumers and businesses to suffer considerable misfortune.

### **Hidden Costs**

Although buying on-line is convenient, the cost of this convenience is not always clear at the front end. For example, on-line purchases are often accompanied by high shipping and re-stocking fees, a lack of warranty coverage, and unacceptable delivery times.

### **Network Unreliability**

Although the web is meant to beat the only purpose of failure drawback, there have been many well-publicized incidents of network failures throughout the past few years. Network responsibility issues are also generated by such factors as: failure within the network affiliation supplier or ISP. Long latency is because of enhanced network traffic or inadequate bandwidth. Accidental issues caused by nature-such as lightning, floods, earthquakes that have an effect on communication lines-or by human error-such as a building employee cutting a network line by chance.

### **The Cost of Staying in Business**

We enclosed operational price savings and lower barriers of entry within the list of e-commerce benefits. That is, getting in business is comparatively easier in e-commerce surroundings. Sadly, the flip facet of the coin is that staying in business could also be tougher. Lack of Security: one in every of the most roadblocks to the wide acceptance of e-commerce by businesses and shoppers alike is that the perceived lack of adequate security for on-line transactions. For instance, shoppers are growing progressively wary regarding providing credit card data over the web. Throughout the past few years, the press has been full of reports regarding hackers breaking into e-business websites and stealing master card data.

Lack of Privacy: making certain the safety of the information is of dominant importance to customers and to the credibleness of the business. Even at the best information level, sales data is hold on in databases connected to internet servers, therefore exposing the data to cyber criminals. As a result of information gathering on the online is really easy, databases habitually contain data concerning client buying habits, demographic information, credit data, and so on.

Low Service Levels: Another common criticism regarding doing business on-line is the low level of client service that on-line firms tend to produce. Though technology has automatic business transactions to an outsized extent, there remains a true would like for the human bit. Therefore, e-commerce websites should offer. A pleasing and problem-free is pre-ordering and ordering expertise. Pronto on the market simply used feedback choices.

Quick and courteous criticism resolution: Timely and affordable shipping and prompt delivery of merchandise to customers. Legal problems Legal issues encountered within the e-commerce surroundings embrace package and copyright infringements. The number of illegal content flowing freely on the web is illustrated by the so called Napster case. MasterCard fraud and taken identities.

Loss of confidence within the security of on-line transactions may be a brake on the e-business train. Business fraud, on-line fraud additionally takes the form of corporations that fail to deliver product and/or services to the shoppers who got them.

### **Impact of E-Commerce on Business**

E-commerce can modification the approach the companies are being carried on. It'll result in the emergence of recent businesses in addition as business practices and additionally a brand new role for intermediaries. Indeed, all the useful areas of business can endure modification as follows: The new technology can rework business processes, the approach merchandise and services are created and marketed, dynamics of competitions, the organization structure of the enterprise and also the nature of the enterprise itself. Native proximity might not be a big considers holding client. Native markets are replaced by international markets. Transparency and openness continue and can continue, to be effective business strategy.

The e-commerce links and also the infrastructure, at first found out, will be with success utilized in different sectors. The modification within the business functions can result in new business models and make new set of facts and circumstances which will materially modification the incidence of taxation. The web can emerge as a brand new platform for selling of merchandise and services that may displace and build existing economy.

### **Conclusion**

In general, today's businesses should always try to form ensuing neatest thing customers can wish as a result of consumers still need their merchandise, services etc. to incessantly be higher, faster, and cheaper. During this world of recent technology, businesses ought to accommodate to the new forms of client desires and trends because it'll sway be important to their business' success and survival. E-commerce is incessantly progressing and is turning into additional and additional necessary to businesses as technology continues to advance and is something that ought to be taken advantage of and enforced.

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