



Electronic Commerce: A Brief Study

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ABSTRACT:

E-commerce stands for electronic commerce is doing business online and electronically. The e-commerce has been fully change the business structures and revolutionized and the change of traditional mindset. Electronic commerce is the buying and selling of goods and services, or the transfer of funds or data, upon electronic network, primarily the internet. The purpose of the study is to bring out the brief study of electronic commerce.

e-commerce has lot of advantages which add values to customer satisfaction. E-commerce is powered by the information highway, where customers can access an online store to search through, and place order for products or services through their own devices. E-commerce is a digital business model for conducting transaction upon the internet.

KEYWORDS: E-commerce , online shopping ,types , internet, business.

What is e- commerce

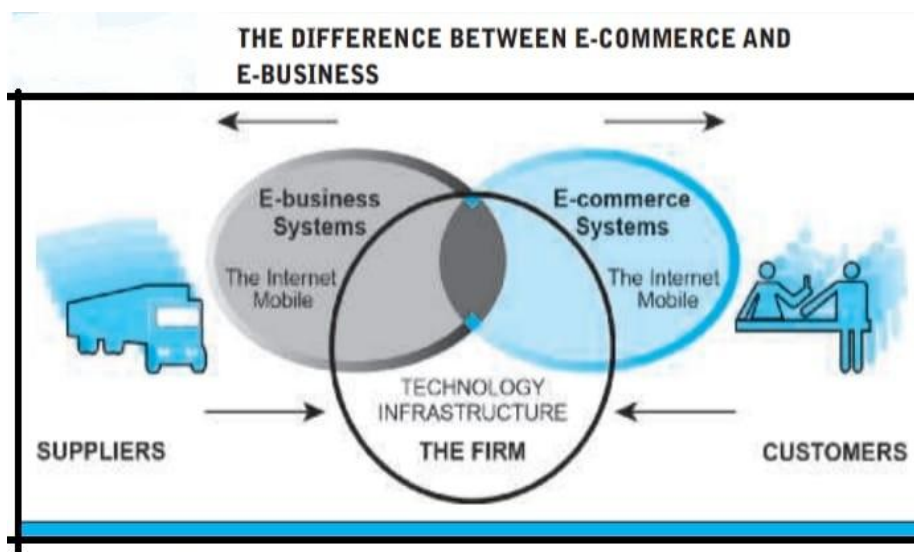
The use of the internet, the web, and apps to transact business, more formally. Digitally enabled commercial transaction b/w and among organizations and individuals.

E-business

The digital enabling of transactions and processes. Within a firm, involving information systems under the control of the firm.

The differences between e-commerce & e-business

While most believe that e-commerce and e-business can be used synonymously, it is not so . while e-commerce many refer to conducting online transaction, e-business encompasses all the business activities and services conducted using the web .



E-commerce primarily involves transactions that cross firm boundaries. E-business primarily involves the application of digital technologies to business processes within the firm.



Sets are included in both e-business and e-commerce. E-commerce and e-business system b/w together at the business firm boundaries, at the point where internal business system control up with suppliers and customers (see - in fig.). E-business applications turn into e-commerce precisely when an exchange of value occurs (see- mesenbourg, U.S department of commerce, 2001,for a similar view).

I. INTRODUCTION

In recent 20years, the way people live has changed absolutely. E-commerce is the process of manage transaction online. E-commerce on the other hand, is the practice of conducting business through the use of IT (information technology). Namely computer technology and electronic communication, it involved the exchange of products and services on the web utilizing digital information processing and electronic communication technology.

e-commerce business in India has seen rapidly growth over the last decade. This extension due to many contribution factors including more adoption of technology by Indian consumers, large expansion in the number of users, new enabling technologies, innovative business models and alternative pay options provide by e-commerce companies. As well the high growth in e-commerce continuous unabated, with zone expecting to witness a steep expansion in reverse in the coming years. The e-commerce industry was growth 12.9 billion U.S \$ 2015 grew at a CAGR of 42%, and is estimated to become 38.09 billion U.S dollar by 2020.

II. REVIEW OF LITERATURE

1 Thomas L. mesenbourg,2001. E-commerce is usually associated with buying and selling over the internet, or convection any dealing involving the transfer of proprietorship or rights to use goods and services through a computer mediated network.

2 Dr. AnukratiSharma, 2013. This article has been made on “ A study on e-commerce and online shopping issue and influences”, in this paper to study the recent trends, influences preferences of customers towards e-commerce and online buying and selling, and to give the suggestion for the reformation in online shopping websites. The study find out that most of the people who are engaged in making the decision of online buying behavior are in the age of 21-30 years.

3 Chou and Chou, 2020. In their study reveals that with the extremely surprising growth of electronic commerce, banks all over the world now see a large scale potential market for internet banking.

4 Singh and Lalwani,2007. According to their research on internet banking, customer banking relationships have been made easier. It has gained widespread acceptance in the nation since it is the most affordable way to provide financial services. Online banking will eventually become as prevalent as ATMs as more banks become successful at it. In addition to increasing banking transactions, it has also decreased the time and cost involved. It has revolutionized the banking sector.

5 Abhijit mitra, 2013. “E-commerce in India A Review “An article this article makes an effort to examine the barriers to e-commerce in India as well as its current status and enablers in India. It also examined current e- commerce trends in India. The analysis indicated that the number of enterprises has increased. The recent adoption of e-commerce major Indian portal sites have also changed, the study revealed.

III. OBJECTIVE OF THE STUDY

The main objective of this study are as follows

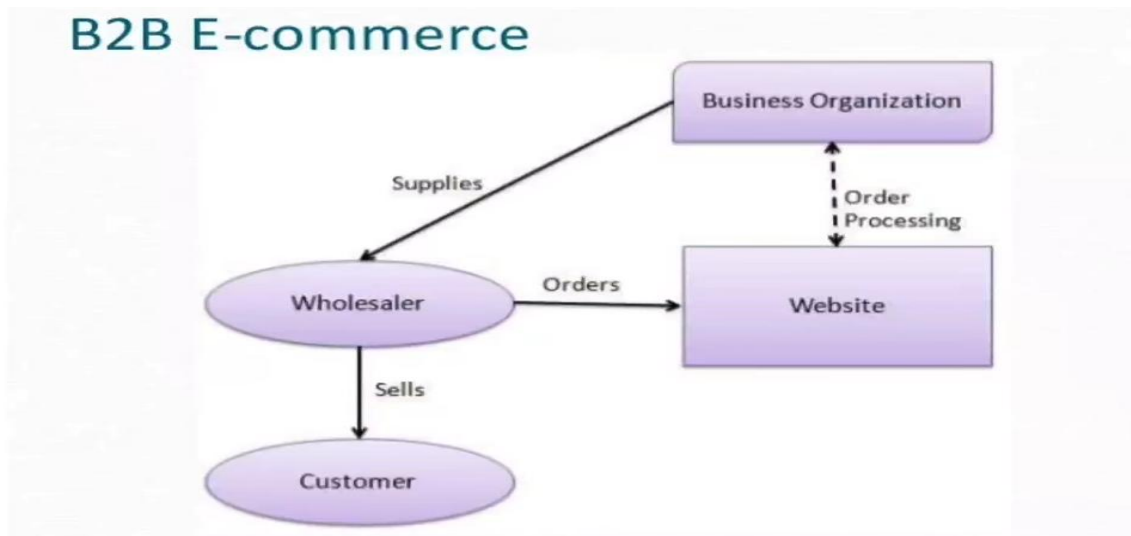
1. To get a full acquaintance of the e-commerce.
2. To identify the benefits of e-commerce for the customer and sellers.

IV. RESEARCH METHODOLOGY

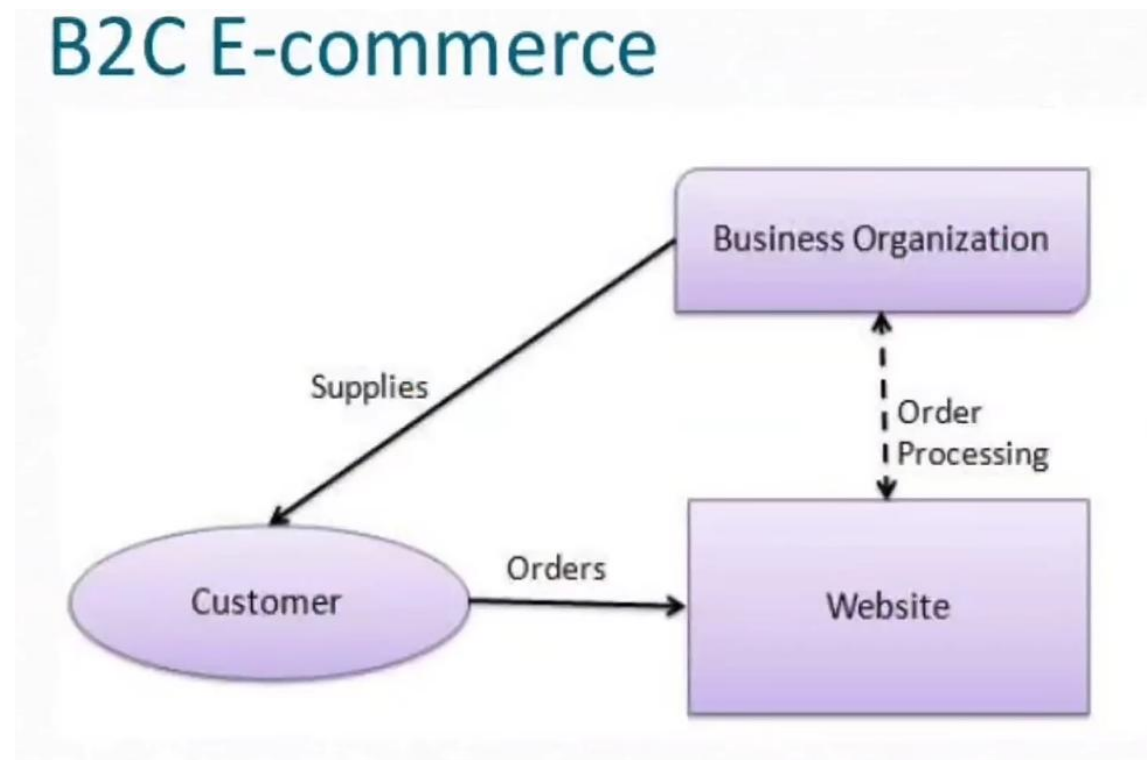
This paper has been written upon the basis of secondary data, this data has been collected from published books, thesis, research paper, journals, magazine, daily newspaper various websites on internet, and some official documents this study has been in the nature of qualitative research.

TYPES OF E-COMMERCE

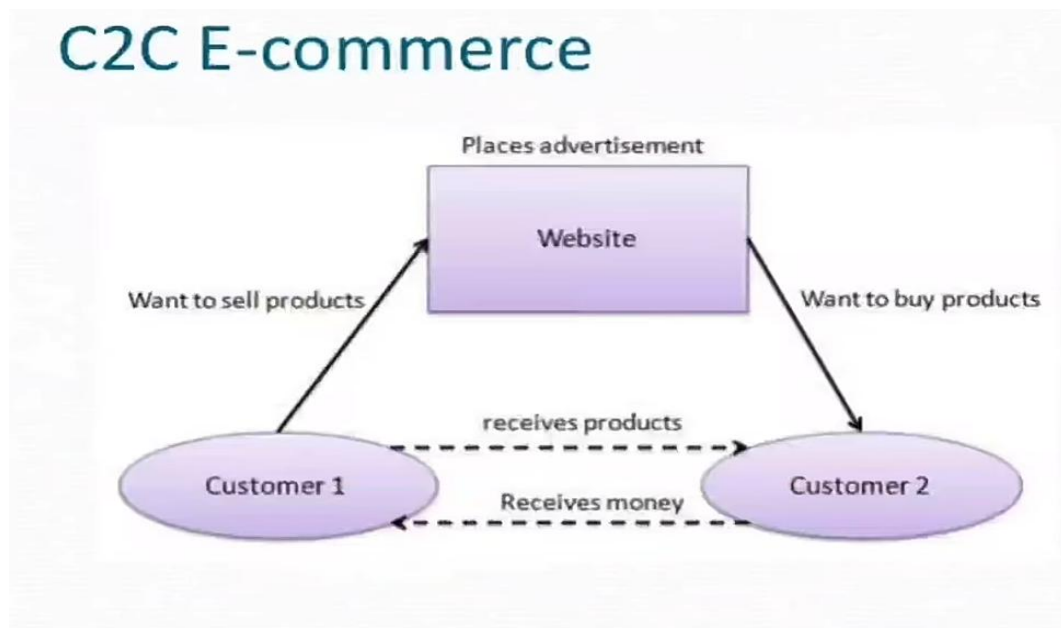
1. Business to business, B2B :Here both the parties included in e-commerce transaction are business firms, and hence the name of b2b, that is business to business b2b transaction tend to happen in the supply chain, where one company will bye raw material from another to be used in erection process. just illustration Of - intel selling microprocessor to dell.



2. Business to consumer, B2B : B2C is business to consumer transaction have business firms at One end and it's customer on the other end. The terminology of b2b is applicable to any business Transaction where the consumer directly receives goods and services a popular example of a b2c E-commerce platform is amazon.



3. Consumer to consumer, C2C E-commerce : consumer to consumer e-commerce or c2c is simply Commerce b/w private individual or consumer through internet or websites. Just example - many Buying an ipod from tom on ebay.



4. Consumer to business, C2B e-commerce : consumer to business is just the contrary of The Business to consumer model. In this model the consumer sells his product or services to the Industry. for example - a software engineer build software and vends it to the business related Firms. It sector companies.
5. Government to customer, G2C :
 - This model is also known as e-governance.
 - The objective of this model is to supply of good and services to the people.
 - The government endow the following facilities to the people through internet or websites.



6. Government to business, G2B: Government to business, g2b is a business model that dispatch to govt. Providing services or information to business organizations. As - websites support auctions, tenders and Application submission functionalities.



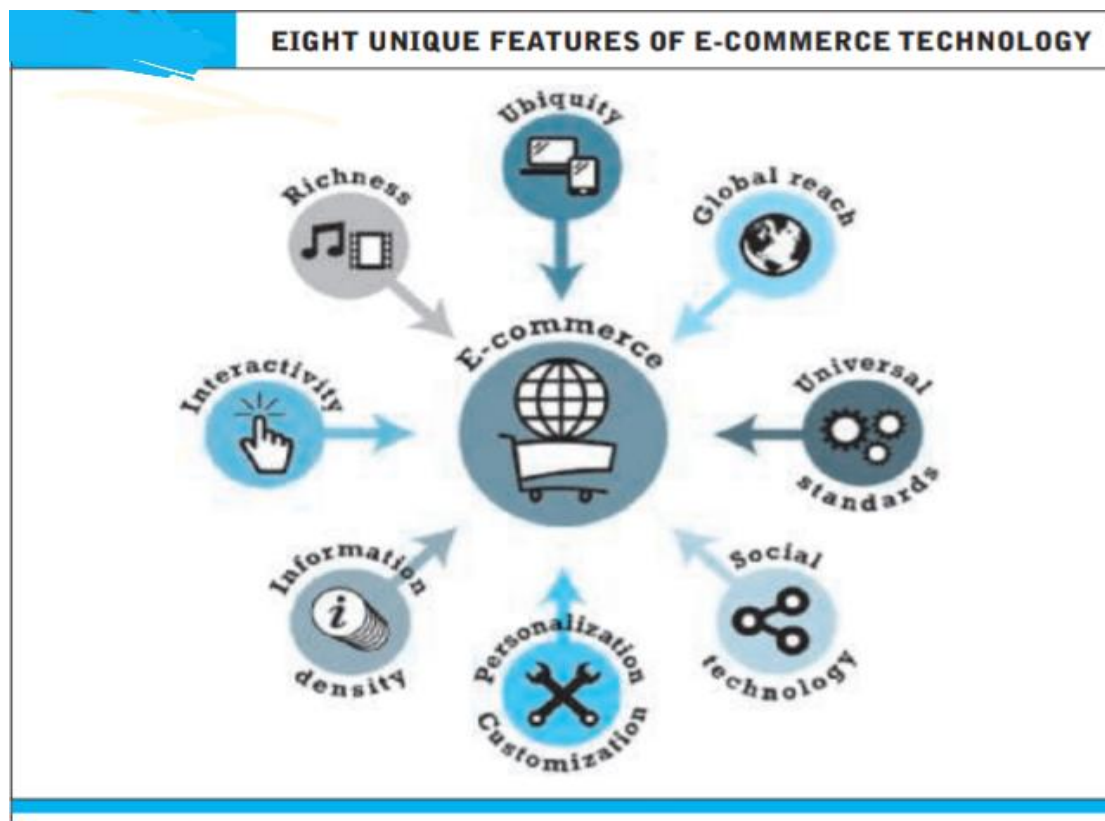
G2B e-commerce



SOME UNIQUE FEATURES OF E-COMMERCE

Eight unique features of e-commerce technology that both challenge traditional business thinking explain why we have so much interest in e-commerce, these unique dimensions of electronic

commerce technologies suggested many new possibilities buying and selling aspects. Each of the aspects of e-commerce technology deserve a brief exploration, as well as a comparison to both traditional and new commercial technology.



E-commerce technologies provide a number of unique features that have impacted the conduct of business.



FUNCTIONS OF E-COMMERCE

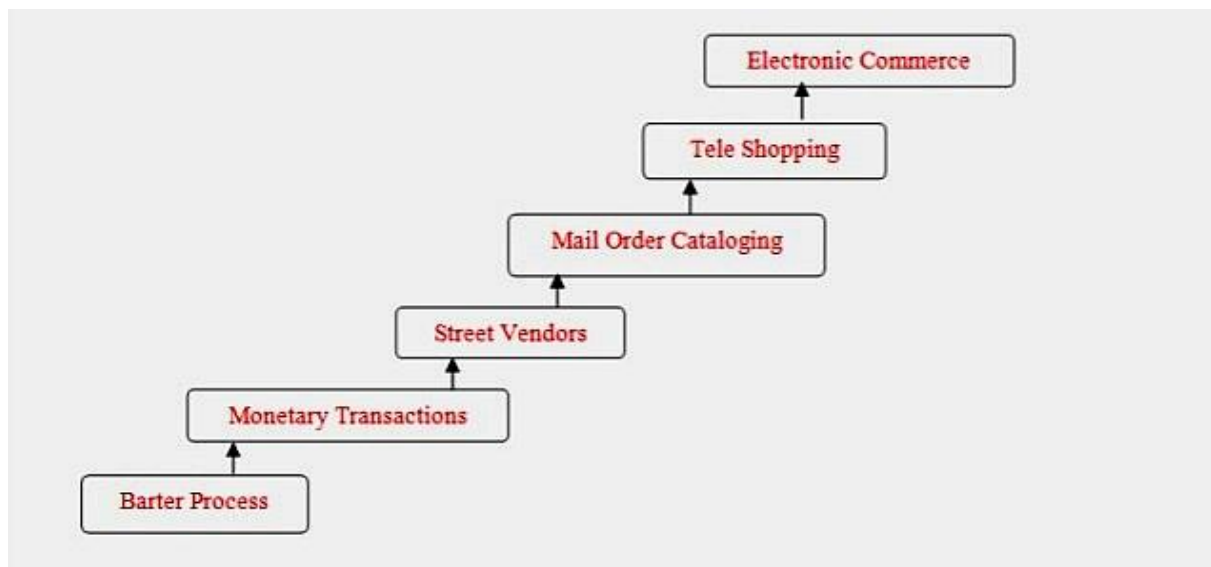
- Communication function - Document to facilitate business transaction, example - as E-mail .
- Process management Function - Covers the automation and improvements of business process. Example- as networking two computers together.
- Services management function- Application of technology to improve the quality of

services. Example - as federal express websites to track shipment and schedule.

- Transaction capabilities - provide to ability to buy and sell on the internet just illustration as Amazon.com.

EVOLUTION OF COMMERCE

Evolution of electronic commerce is in this research paper present a only just a series. Just like as a graphical presentation.



V. FINDINGS OF THE STUDY

1. People are conscious of the availability of various products in the markets through the help of T. V websites etc. The availability of new outcomes in the market and it's price other characteristics known as easily.
2. E-commerce provides the various types of opportunities of the marketers as wholesalers, retailers producers and the consumers. Retailers meet electronics orders and should be in touch with the consumers full time.
3. The world of e-commerce, the entity of the wholesalers is at the greatest risk because the producers can cheaply ignored them and sell their products to the retailers and the consumers.
4. By integrating his store with internet distribution the retailers may continue to operate. The store may respond to electronic order, give customers extra information about a variety of topics and stay in constant contract with them. E-commerce is a great chance as a outcomes.

In current scenario, e-commerce has become an integral part of everyday life. Accessibility of electronic commerce platform is not a privilege but rather a necessity for people specially people who are staying in urban areas. Due to fast adoption of internet enabled devices. As smartphones and laptops, and tablets, we have seen an unparalleled growth in e-commerce by the reason of non-developed in rural sectors areas. The study shows that e-commerce has become an important part of our society. E-commerce is a a helpful technical elements that gives the consumer reach to business and companies around the world. E-commerce has an impact on three major entrepreneur, namely society business and customers. E-commerce is most important technology because both of helpful,

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VI. CONCLUSION



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