

EXPLORING RISING TENDENCIES OF E-COMMERCE AND CHALLENGES AHEAD

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ABSTRACT :

E-commerce is to a greater extent more than a measure of supporting or refining present company processes. E-commerce has abetted the online sector in a diversity of behaviors and endowed a new sales network for our nation's online retail industry. Consumer commercial centers are rapidly evolving into e-commercial centers. Everything is available for purchase on the internet, from the needle to the shipment. E-commerce is more than just another means of assisting or improving existing enterprises. Alternatively, e-commerce may have ushered in revolutionary shifts in the marketplace.

INTRODUCTION :

E-commerce of things, which has massive growing capacity in India, is forecasted to yield center stage. In India, e-commerce is speedily intensifying its proportion of trade. It denotes online shopping and the swap over of products across the internet and electronic media. It denotes a salesperson's website that proposes products to customers in a straight line from the gateway and entails managing products and services using electronic media and the internet. It refers to an online seller's site where he or she sells things or services to clients directly from the gateway. E-commerce is the practice of conducting business using the internet and other information technology tools. E-Commerce, in its most basic form, is the expansion of commerce over the internet. E-commerce has become the most popular online activity overnight.

E-commerce, often known as E-business, is the exercise of steering business employing the internet and knowledge technologies like Electronic Data Interchange. Virtually and instantaneously, e-commerce has exceeded all added internet events. E-Commerce is well-defined as any marketable movement passed out, connected to, or reinforced by e-communication. In the contemporary period, numerous individuals have been prompted to involve in e-commerce. In addition, as a substitute for depending on advertising proceeds, main Indian gateway situations have curdled their emphasis on e-commerce.

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

LITERATURE REVIEW :

E-Commerce is newfangled terminology for the practice relating to purchasing, vending of goods, using processor systems **Anupam (2011)**. Business-related transactions entail transfer of worth (such as currency) crossways organizational/geographical precincts in exchange. Apprehending constraints requires knowledge of the worth exchange. E-Commerce is impossible without a value exchange **Laudon and Traver (2009)**.

E-commerce is opening up novel avenues, like the global travel industry. Processes within and between businesses have been altered by e-commerce. Several factors that companies must consider when adapting to electronic commerce factors **Nanehkaran (2013)**. According to **Hasan(2010)**, e-commerce makings became an indispensable constituent of corporate stratagem and a powerful mechanism for growth. **Tonita Perea Y Monsuwe et al. (2004)** investigated the factors that motivate consumers to shop online in the United States and Europe. Expertise can improve corporate processes and increase efficiencies if they are used correctly. Using Ecommerce technologies to help underdeveloped countries should result in better results, however, this has not been the case so yet. It permits manifold to quickly come up to a program and demeanor corporate deprived of jeopardizing discrete associations amongst partakers **Spencer(2002)**.

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?

These days in Indian society, e-commerce is a catchphrase that has been entrenched in our day-to-day vivacities. There is a surfeit of websites that proffer an extensive assortment of products. Some deliver a specified product alongside associated amenities. In our country, e-commerce is paving the path for massive corporate growth. Its growth has been aided by the expansion of online clients. E-commerce has helped the online sector flourish in a variety of ways, and it has also opened up a new economic avenue in our country through the online retail industry.

E-COMMERCE WITH A DIVERSE RANGE OF PRODUCTS :

Some internet portals propose closely entirely all categories of goods on definite websites; employing an upshot, they gratify purchasers of all kinds of goods. The Indian e-commerce gateways extend a widespread variety of products, together with attire for menfolk and womankind, healthiness and exquisiteness goods, records and periodicals, peripheral devices, automobiles, sculptures, computer software, shopper microelectronics, domestic appliances, jewelry, entertainment possessions, gift tutelages, estate, traveling tickets, wedlock, and more. The usage of electronic transmission channels to involve in trade, together with, buying of products.

- 1) **Classified Advertisements**- comprise Online Jobs, Matrimony, Property, Automobile, and all-purpose Ads.
- 2) **Recompensed Content** -subscription that comprises research, articles, and films, amongst added things.
- 3) **Digital downloads** -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. baze.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, Defining Targets, 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

a specific venture.

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 advancements in methodology. Geographical distances have less of an impact on the formation of business ties. Insights into expanding demand for broadband services, higher living standards, greater product varieties, lower prices, and busy lives highlight this reality more vividly, paving the way for online gift certificate offerings.

FUTURE INSIGHTS :

Shopping's future lies in e-commerce. As a result, India's internet economy will gain more significance. Both huge organizations and small businesses will be able to make use of the new opportunities that the twenty-first century will provide. Electronic commerce provides buyers with a variety of benefits, including reduced prices, more options, and the ability to save time. Individuals can acquire anything Clients have also benefited greatly from online services such as money transfers, e-ticketing, hotel bookings, and payments. The government's role in E-Commerce is to establish a legislative framework.

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