



A STUDY ON PROBLEM FACED IN E-BUSINESS WITH SPECIAL REFERENCE TO PALAKAKD DISTRICT IN KERALA”

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ABSTRACT

Electronic business is the conduct of business process on the internet. These electronic business process include buying and selling products, supplies and services; serving customers: processing payments; managing production control; collaborating with business partners; sharing information; running automated employee services; recruiting and more. Many merchants do not understand the amount of time and effect required to setup and maintain on e-commerce website. Effective e-mail marketing site optimization, content generation template, creation and shopping cart installation all require a significant investment of professional resources. E-business can comprise a range of function and services, ranging from the development of intranet and extranet to e-service, the provisions of services and task over the internet by application service provides. Hence the study is significant and it provides an insight in to the problems faced in e-business.

Key words: Electronic Business, Internet ,Intranet ,Extranet

INTRODUCTION

E-COMMERCE

Global **ecommerce** is growing at an unprecedented pace. In 2017 it reached around \$2.3 trillion and is expected to hit \$4.5 trillion in 2021 (according to a Statista report). In the US alone, **ecommerce** represents almost 10 percent of retail sales — a figure that is growing by nearly 15 percent each year. The Indian e-commerce industry is now two decades old. It started with online classifieds back in 1997 and now it has been predicted to grow to \$16 billion by Deloitte and ASSOCHAM by the end of 2015. Although e-commerce is present in India since two decades, major developments have occurred only in the last five year. The causes for the same will be described in the next sections. There are many segments in e-commerce business. Those are online travel, Online retail, Online Classifieds, Financial services and Digital Downloads. Out of these segments online travel comprised 70% of the e-commerce market size. But gradually online retail is catching up with online travel and both make up to 90% of total e-commerce market.

This study helps us to know about the problem faced in e-business. The study is conducted among the people of Palakkad with sample of 50 peoples. These study reveal that the popularity of online shopping method in the modern society.

E-BUSINESS SITES

Amazon.com

Flipkart.com

EBay

Snapdeal

Consumer perception

Customer PERCEPTION refers to how customers can view a certain product based on their own conclusion. These conclusions are derived from a number of factors such as price and overall experience. When it comes to influencing consumers to purchase a product, their PERCEPTION of the brand must be taken into account. This PERCEPTION may vary based on the customer or a certain demographic of customer. PERCEPTION can be developed from a variety of factors, such as their own personal experience or how they from a variety of factors, such as their own personal experience or how they have heard other people experienced the product. The internet's have transformed

how people experience brands and build their PERCEPTION. Social media review websites provide access to review and details that help customers from their own PERCEPTION about brands and their products

Online shopping or online retailing is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. Alternative names are e-shop, internet shop, web –shop, web-store and virtual store. The largest of these online retaining corporations are amazone.com and flipkart.com

The project aims “A STUDY ON THE PROBLEMS FACED IN E-BUSINESS WITH SPECIAL REFERENCE TO PALAKKAD DISTRICT IN KERALA”

Objectives of the study

- To know whether the customers are satisfies with the present e-business system in Palakkad.
- To study the awareness regarding online business
- To know the effectives of e-commerce online business
- To examine the popularity of online shop among people for their purchase

Research design

A research design is the set of methods and procedures used in collecting and analyzing measures of the variables specified in the problem research. In this project a study conduct to understand the problems faces in e-business. The primary data and secondary data is used to collecting the information. The information is collected from 50 people in Palakkad. The problem organized from various sectors were analyzed and the data concerning of e-business were obtained from sample respondents and also from various internet sources.

Primary and Secondary data

Raw data is also known as primary data. Primary data collected from a source in the context of examinations the raw data might be described as a raw score. In this project the main sources of information for this study is primary data. It is collected with the help of questionnaire and through observation.

Secondary data is the data that have been already collected by and readily available from other sources. In this project the secondary sources of data for the study is including books, journals, website, newspaper etc....

Tools of data collection

Questionnaire is used to collection tool of data

Tools of data analysis

The statistical tool is simple percentage method and for presentation graphs and diagrams tool like pie diagram are used.

REVIEW OF LITREATURE

WINDREEM AND DEBERRANGER (2002)

The integration of the internet in to the business organization forming e-business. It has two facts. One is the integration of the supply chain so that production and delivery become a seamless process. The other is the creation of new business models based on the open systems of communication between customers, suppliers and partners. Where the integration of supply chain provides increased efficiency and significant cost advantages through waste minimization, the development of new products and services are facilitated new ways of conducting business based on internet working between organization and individuals. The hypothesized that may of the factors affecting the successful adoption the development of new types of products and new business models for generating revenues in different ways.

AKOH(2001)

The e-commerce has many advantages for developing countries, the African continent has a number of Major challenges to overcome before it can more fully exploit the benefits of e-commerce. A number of constraints, specific to doing e-business in Africa. These include but no limited to the following: low level of economic development and small per-capita incomes; limited skills base with which to build e-commerce services; the number of internet users needed to build a critical mass of online consumers and lack of familiarity with even traditional forms of electronic commerce such as telephone sales credit card use

One of the greatest constraints to the adoption of e-business as a means to generate efficient is a cultural reluctance to interface with buyers and suppliers electronically. Such challenges are the cost of implementation, security concerns, perceived customer readiness, lack of knowledge of e-business, the relatively high cost associated with investment

ALAWNCH A AND HATTAB. (2009)

Many writers of e-business and e-commerce extol the enormous potential and opportunities provide for customer and business globally. However there are some draw backs and the benefits to be over stated. Many managers and investors are facing strong pressure to answer the question of whether and how e-business investment create business value, because it is not clear to them how this value is created, and what are the factors that shape that value, also which of them are most important.

KARJALUOTO(2002)

That the bank has indicated to the choice to offer their banking services through various electronic distribution channels technology such as internet technology, video banking technology, telephone banking technology and VAP technology. They also indicated that internet

technology is the main electronic distribution channel in the banking industry. In order words, e-banking as an online banking that involves the provision of banking services such as accessing accounts, trans services. Such as accessing accounts, transferring funds between accounts, and offering an online financial services.

A.K SOHANI(2009)

business also seen tremendous opportunities for cost saving, revenue generation, increased market share, marketing access, and improving customer services through direct links that facilitate speedy enquiry. The customer can inter alia, access the world market through the virtual economy. On the internet, choose from a wider variety of products, shop in confort of their homes

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Growth of electronic commerce and commerce challenges and presented ethical issue that have emerged. Securely appeahirites concerns, spamming website that do not carry on brief review "adversely" label, cuber, cubersaftessed, online merely at literature based on few of the related studies on children, conflicts of interest, manufactures under taken world wide in the area of e-commerce.

RANGATH AND MURAL DHAR PAYA

An attempt has been made to put forward a brief review at literature based on few at the related studies undertaken world wide in the area at e-commerce as follows. Elizabeth goldsmith and sue ct me groge analyzed the impact at e-commerce on computers, public policy business and education. Admission at public policy initiates research questions and idea for future research are given. Andrew d mtchel examined the key issues that electronic commerce poses far global trade, using a starting point.

DATA ANALYSIS AND INTERPRETATIONOF E-BUSINESS IN PALAKKAD

Table 1: Familiarity with e-business

Response type	Percentage
Yes	65%
No	35%

Table2: Mostly purchased goods

Responses type	Percentage
Electronics	42%
Fashion	36%
Service goods	12%
Other products	10%

Table3: Popularity of online shopping

Responses type	Percentage
Flip kart	45%
Amazon	20%
Snap deal	15%
Other	20%

Table4: Usage of e-business

Responses type	Percentage
Less than a year	43.1%
One year	25.5%
More than one year	9.8%
Don't know	21.6%

Table5: Purpose of e-business

Responses type	Percentage
For personal use	54.2%
For business use	29.2%
Both	14.6%
Other	2%

Table 6: Satisfaction level of customers

Responses type	Percentage
Yes	52.9%
No	33.3%
Cannot say	13.7%
Other	Nil

Table 7: Delivering of online products

	Percentage
Yes	46.7%
No	33.3%
Too late	19%
Other	1%

Table 8: Availability of right product

Responses type	Percentage
<i>Some of them</i>	46.3%
No	22.2%
Yes	27.8%
Cannot say	3.7%

Table 9: Quality of products

Responses type	Percentage
Yes	41.8%
No	27.3%
Some times	27.3%
Other	4.6%

Table10: Satisfaction towards Payment system and transaction

Responses type	Percentage
Yes	58.2%
No	23.6%
Cannot say	16.4%
Other	1.8%

Table11: Safety or security of online shopping

Responses type	Percentage
Yes	36.4%
No	25.4%
Satisfactory	33.4%
Not satisfactory	4.8%

Table 12: Improvement needed

Responses type	Percentage
Yes	49.1%
No	32.7%
Don't know	16.4%
other	1.8%

Table 13 Statements Showing Customers Attitude Towards E- Business

SI. No	Statement	Mean	Standard Deviation	RANK
1	It is highly efficient when compared to convenient business methods	4.08	1.64	2
2	It saves cost & time	4.4	2.3	1
3	It allows me to make transact-ions at any time from any place	3.94	2.6	3
4	Facing anonymity while using e- business methods	2.52	1.74	8
5	Internet facilities may not always be good	3.34	2.2	5
6	Delay in process	2.8	2.3	7
7	Danger Of Losing Money	2.94	2.4	6
8	Security Issues	3.64	1.8	4
9				

INTERPRETATION: The highest meanscore(4.4) is for the statement “It saves cost and time”, Followed by the statement “It is highly efficient when compared to convenient business methods” with mean score (4.08). The lowest mean scores statement is “Facing anonymity while using e- business methods” with mean score 2.52

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- ✓ 65% of people are using online business transactions frequently
- ✓ The more demanded products through online business is electronic goods
- ✓ The main purpose of usage is simultaneously for personal use and business use
- ✓ The goods provided on online platform is of standard quality
- ✓ Majority of the people getting right products at right time
- ✓ While evaluating different statements for evaluating customers attitude towards E- business, The highest meanscore(4.4) is for the statement “It saves cost and time”, Followed by the statement “It is highly efficient when compared to convenient business methods” with mean score (4.08). The lowest mean scores statement is “Facing anonymity while using e- business methods” with mean score 2.52

SUGGESTIONS

- E-marketers must give more and more discount to their customers. So they can visit again and again to their site
- As internet plays an important role in influence the buyers for shopping. So television and print media should take advertisement in promoting the online shopping website
- Transaction should be safe and proper security should be assured to the people making online purchase

CONCLUSION

- From this project about the topic “a study on the problems faced in e-business “. It can conclude that most of the consumers are using electronic media for business purposes. The present study was undertaken to evaluate the problems in e-business among people. The problems originated from various sector are analyses and the data can using of the e-business were obtained from 50 respondents. The main source of information for this study is primary data and it is collected with the help of a questionnaire and through observation. The secondary sources of data for the study include books, magazines, websites etc. From this study I have understand that half of the respondent are aware of the online business transactions. But a few are not satisfied with the current online business transactions, because of lower security and privacy and also because of not delivery

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