



# THE IMPACT OF ELECTRONIC COMMERCE ON BUSINESS ORGANIZATION

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The present study aims to know the impact of electronic commerce on business organization. The study has highlighted the Management Information Systems, Finance and Accounting, Marketing and Computer Sciences of ECommerce on Business. E-commerce is a way of conducting business over the Internet. Though it is a relatively new concept, it has the potential to alter the traditional form of economic activities. Already it affects such large sectors as communications, finance and retail trade and holds promises in areas such as education, health and government. The largest effects may be associated not with many of the impacts that command the most attention but with less visible, but potentially more pervasive, effects on routine business activities. The integration of Electronic Commerce and Business will bring a renaissance in marketing function. As it present opportunities to get close to the customer to bring the customer inside the company, to explore new product ideas and pretest them against real customers. E-commerce will play an important role in way marketing is done and job markets

Keywords: Electronic Commerce, Business Organisation, Management Information Systems, Computer Sciences.

## Introduction:

E-commerce (electronic commerce) 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 (B2B), business-to-consumer (B2C), consumer-to-consumer or consumer-to-business.

The term e-commerce was coined back in the 1960s, with the rise of electronic commerce – the buying and selling of goods through the transmission of data – which was made possible by the introduction of the electronic data interchange.

E-commerce has a significant impact on business costs and productivity. E-Commerce has a chance to be widely adopted due to its simple applications. Thus it has a large economic impact. Electronic Commerce provides the capability of buying and selling products and information on the internet and other on-line service. Electronic commerce or e-commerce refers to a wide range of online business activities for products and services. Electronic commerce is transforming the marketplace by changing firms' business models, by shaping relations among market actors, and by contributing to changes in market structure. It is difficult to single out the impact of electronic commerce.

## LITERATURE REVIEW

### **Rajneesh Shahejee (2016) “Impact of electronic commerce on business”**

The literature suggest that E-commerce is a way of conducting business over the Internet. Though it is a relatively new concept, it has the potential to alter the traditional form of economic activities. Already it affects large sectors as communications, finance and retail trade and holds promises in areas such as education, health and government. The integration of Electronic Commerce and Business will bring a return in marketing function. As it present opportunities to get close to the customer to bring the customer inside the company, to explore new product ideas and pretest them against real customers.

### **Mohammed A. M. Sadeeq(2020) “Impact of electronic commerce of enterprise business”**

The aim for this study is discovering the development and impact of E-trade and its consequences for the recent business viewpoints and employment creation. Web based business is developing on fast pace over globally through penetrate the cell, telephones. Gains, also gain-growth, yet when the business going to growing and immature country, greater positive results going forward that would be witnessed by us. The study is concluded that a channel of worldwide trade is opening by E-commerce, which observer steady future commercial.

### **Dr.Roopal Kaur(2018) “Impact of electronic commerce on Business Organizations**

The literature said that research paper includes an investigation of the impact of Electronic Commerce on Business. The examination consider has featured the Management Information Systems, Finance and Accounting, Marketing and Computer Sciences of E-Commerce on Business. Web based business is a method for leading business over the Internet. As of now it influences such expansive segments as correspondences, finance and retail exchange and holds guarantees in zones. The coordination of Electronic Commerce and Business will get a return marketing capacity. As it present chances to draw near to the client to bring the client inside the organization, to investigate new item thoughts and pretest them against genuine clients.

### **Objectives of the Research Study**

1. To study the impact of E- commerce on Business organisation
2. To study the benefits of E-Commerce to organization.
3. To study the customer level of satisfaction towards online purchasing by E-commerce.

### **The Impact of Electronic Commerce on Business**

- **Management Information Systems**

Management Information system impacts of e commerce on Analysis, design and implementation of e-business systems within an organization; issues of integration of front-end and back-end systems.

- **Human Resource Management**

Impact of E commerce on Issues of online recruiting, home working and ‘Intrapreneurs’ works on a project by project basis replacing permanent employees.

- **Finance and Accounting**

Impact of E commerce on Online banking; issues of transaction costs; accounting and auditing implications where 'intangible' assets and human capital must be tangibly valued in an increasingly knowledge-based economy.

- **Economics**

The impact of e-commerce on local and global economies; understanding the concepts of a digital and knowledge-based economy and how these fits into economic theory.

- **Production and Operations Management**

The impact of on-line processing has led to reduced cycle times. It takes seconds to deliver digitized products and services electronically; similarly, the time for processing orders can be reduced by more than 90 per cent from days to minutes. Production systems are integrated with finance marketing and other functional systems as well as with business partners and customers.

### **Benefits of E commerce to Organization**

- **International Marketplace**

International marketplace located in a geographical area has now become a borderless marketplace including national and international markets, By becoming e-commerce enabled, businesses now have access to people all around the world. In effect all e-commerce businesses have become virtual multinational corporations.

- **Operational Cost Savings**

The cost of creating, processing, distributing, storing and retrieving paper-based information has been decreased.

- **Mass Customization**

E-commerce has transformed the way consumers buy goods and services. The processing allows for products and services to be customized to the customer's requirements.

- **Lower Telecommunications Cost**

The Internet is much cheaper than value-added networks (VANs) which were based on leasing telephone lines for the sole use of the organization and its authorized partners. It is also cheaper to send a or e-mail via the Internet than direct dialling.

- **Digitization of Products and Processes** - Particularly in the case of software and music/video products, this can be downloaded or e-mailed directly to customers via the Internet in digital or electronic format. f) **No more 24-hour-time Constraints** - Businesses can be contacted by or contact customers or suppliers at any time.

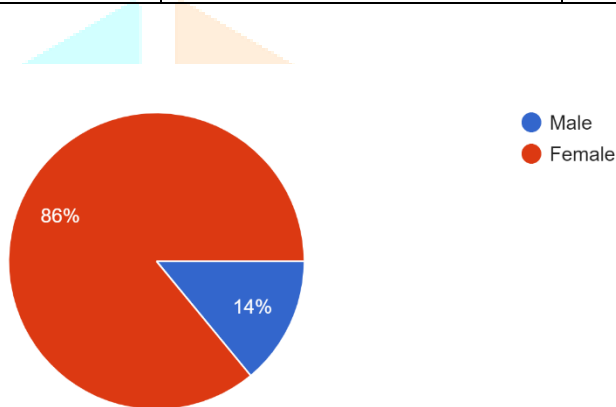
## Research Methodology

This article is based on primary data and secondary data. The primary data were collected through a questionnaire. Survey is conducted through the google forms to elicit the views of respondents. Sample size is 50. Secondary data has been obtained from various sources such as business magazines, journals, and newspaper to study the relevant aspects

## Data Analysis and Interpretation

**Table 1: Showing Gender**

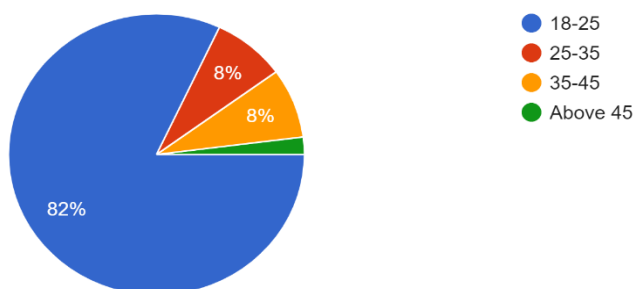
Particulars	Number of Respondents	Percentage
Male	7	14
Female	43	86
Total	50	100



**Interpretation:** Above table showing the gender, Majority most of the respondents are female(43) and male Respondents are (7).

**Table:2 Showing The Age**

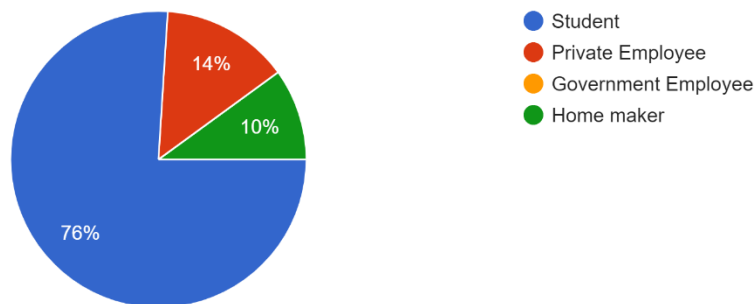
Particulars	Number of Respondents	Percentage
18-25	41	82
25-35	4	8
35-45	4	8
Above 45	1	2
Total	50	100



**Interpretation:** Above table shows that most of the respondents are from the age group 18-25 i.e.; 82% respondents more when compare to the others age groups.

**Table:3 Showing the Occupation**

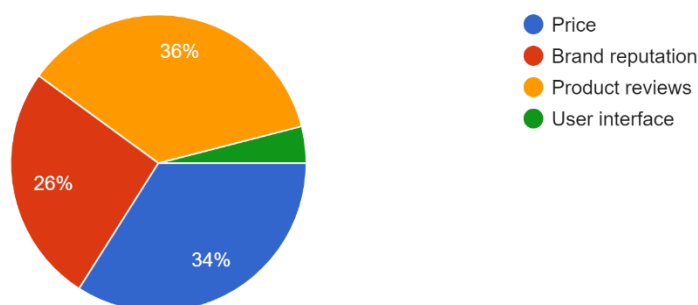
Particulars	Number of Respondents	Percentage
Student	38	76
Private Employee	7	14
Government Employee	0	
Home maker	5	10
Total	50	100



**Interpretation :** Above table shows the occupation of respondents ,Most of the respondents are students i.e.; 76% and private employees are only 14%,and home maker are 10%.

**Table:4 Showing the which factor you influences most to purchase an online product..?**

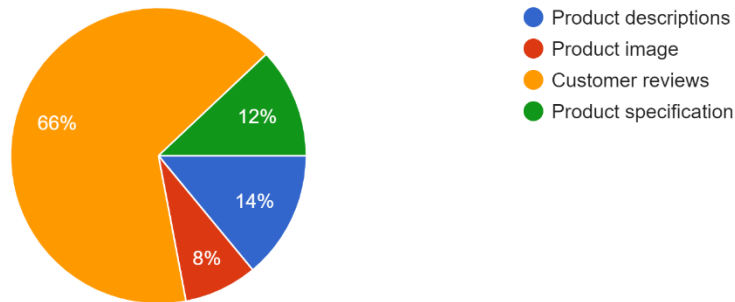
Particulars	Number of Respondents	Percentage
Price	17	34
Brand Reputation	13	26
Product Reviews	18	36
User Interface	2	4
Total	50	100



**Interpretation:** Majority most of the respondents are response that they most prefer products reviews i.e.,36% and some respondents prefer the price of product.

**Table:5 Showing how do you evaluate the quality of online products ?**

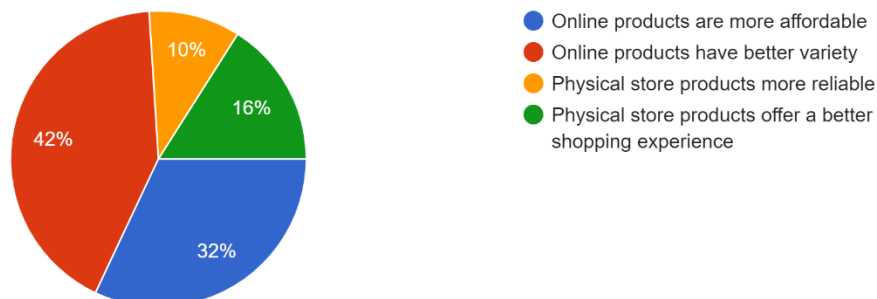
Particulars	Number of Respondents	Percentage
Product description	7	14
Product image	4	8
Customer reviews	33	66
Product specification	6	12
<b>Total</b>	<b>50</b>	<b>100</b>



**Interpretation:** Majority most of the respondents are response that they prefer quality of online products on customers reviews i.e., 66%.

**Table :6 Showing how do you perceive online products compared to physical store product ?**

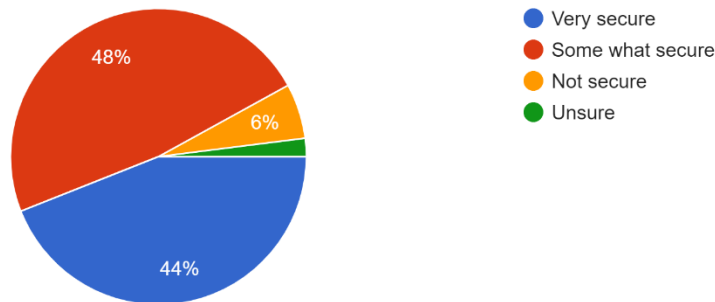
Particulars	Number of Respondents	Percentage
Online products are more affordable	16	32
Online products have better variety	21	42
Physical stores are more reliable	5	10
Physical store products have better experience	8	16
<b>Total</b>	<b>50</b>	<b>100</b>



**Interpretation:** Majority most of the respondents are prefer online products have better variety i.e.,42% and some respondents are response that online products more affordable i.e.,32%.

**Table:7** Showing how do you perceive the security of your personal information when you purchasing online products ?

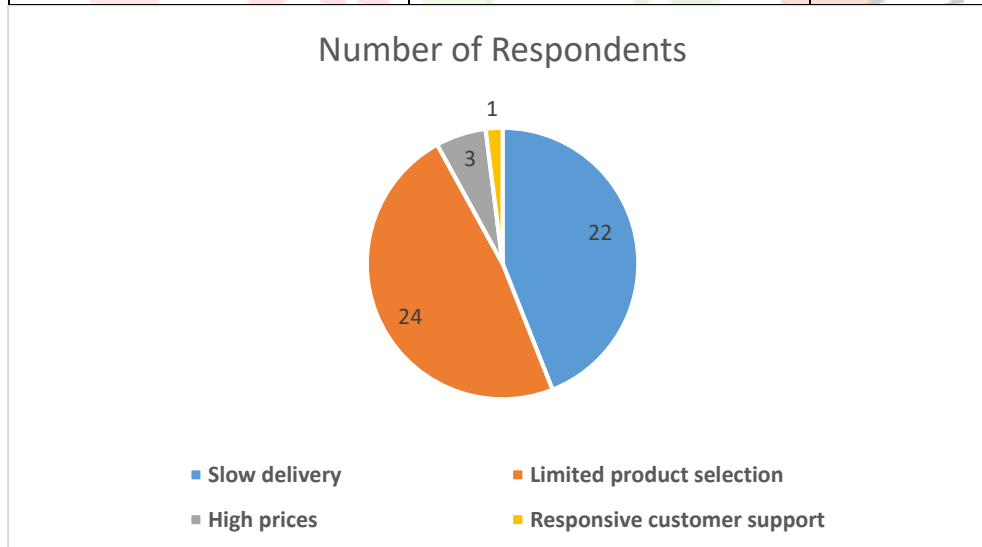
Particulars	Number of Respondents	Percentage
Very secure	22	44
Some what Secure	24	48
Not secure	3	6
Unsure	1	2
<b>Total</b>	<b>50</b>	<b>100</b>



**Interpretation:** 48% of respondents are response that by purchasing online products its secure and 44% of respondents are response that by purchasing online products its very secure.

**Table :8** Showing the which factors leads to dissatisfaction while you purchase online products

Particulars	Number of Respondents	Percentage
Slow delivery	22	44
Limited product selection	24	48
High prices	3	6
Responsive customer support	1	2
<b>Total</b>	<b>50</b>	<b>100</b>



**Interpretation:** Most of the respondents are response that slow delivery is leads to dissatisfied to purchase an online product i.e.,51%.



## Finding

- Based on the impact of electronic commerce on business organisation, it is found that most of the respondents are 43 members are female when compared to 7 are male under the age group of 18-25,25-35, and 35-45 respectively.
- Majority occupation of all of the respondents are students i.e., 38 .when compare to other .
- Majority most of the respondents are response that they most prefer products reviews i.e:36% and some respondents prefer the price of product.
- Majority most of the respondents evaluate the quality of products, by customer reviews.
- Majority most of the respondents are prefer online products have better variety i.e,42%and some respondents are response that online products more affordable i.e:,32%.
- 48% of respondents are response that by purchasing online products its secure and 44% of respondents are response that by purchasing online products its very secure.
- Most of the respondents are response that slow delivery is leads to dissatisfied to purchase an online product i.e;51%.

## Suggestions

- Implement a user-friendly website design.
- Implement a live chat widget to your ecommerce website.
- Monitor and improve your ecommerce customer experience.
- Improve the brand reputation.
- Improve the delivery process.
- Provide detailed product information.

## Conclusion

This research paper involves a study of the inability to find the product or services of interest quickly is the biggest barrier to effective marketing this problem may be overcome through E- commerce, where number of companies offer several products through the net. In Short, Indian e-commerce must face many difficulties in web marketing because of infrastructural difficulties and computer illiteracy. Majority of the customers live in rural areas do not sufficient knowledge about computer and internet. Some of customers in urban areas do not have credit facilities and therefore online buying and selling of goods is limited to urban class having knowledge of computer internet if Indian marketers take into account essentials of good website, they can definitely make success marketing in international markets.

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