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ELECTRONIC COMMERCE IS A SUSTAINABLE BUSINESS MODEL: CASE STUDY OF INDIA

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ABSTRACT

In Electronic Commerce, they generally referred this as 'E-Commerce', in the today's scenario is an expanding at a very rapid of rate. In India is on the very good pace to the content of the being the developed of the economy in the coming of years ahead and they will come on the terms of the financial trade, the young and the generative economy too. The following research paper analysis the sustainability of the Electronic commerce as the role in the today's competitive world. By the word of sustainability, we are means that the future aspect of the complete model in keeping in the view of the current scenario. On the basis of which the following model that is taken in the consideration are the resource of allocation in the techniques, managerial process, in operating system, or in payment accessibility, the approachability, and the most important aspect that which is the highlighter or say that the backbone of the complete system of the electronic-commerce business model is .

The research paper is having two types of research that is; the Primary and as well as Secondary. In the Primary research it involves the Questionnaire which will be followed by data analysis and the secondary research will be proceed with the available data and as well as the research papers that will taken into the consideration for my project. In the Primary analysis it involves the basic process that which is conducted by the help of the questionnaire. The questionnaire will be circulated to the many people around who will it with the utmost sincerity and they will answer to those questions that asked honestly. The honest analysis given by the people that will help me in come up with the my Data analysis and a concluded result. The Secondary research will be follow the tools and that techniques which will be gathered after the doing a collective from various / many sources.

The research also focuses on the consequences, the future scope of improvement as well as suggestion /recommendations for making this model reach towards the sustainability. The study includes/involve both, the present/current situation and as well as the future expectations.

Key words:- Electronic commerce, sustainability, commercial trade.

Jel classification : Q01, D16, D60

INTRODUCTION

In the current scenario, taking out the time for ourselves is the very difficult. The very busy nature of the beings have led to the emergence of such type of technologies and the innovations that makes our lives easier out the process and the sorts time issues to the big extent. These Such a time manager is the E-Commerce. The appearance of E-Commerce in now a days is become larger at the very large scale. It has become the lifebelt for everyone in the whole world where the old and traditional markets have been off-track its importance to a part. For the sake of pave to the digitalization that everyone wants to attempt their hand in the making of the country digital and as well as electronic.

E-Commerce in general terms refers to such type of commercial transactions that which are they conducted that are electrically on the internet. This activity of buying or the selling of and products by the online medium. The growth of E-Commerce has been increased the application of the internet too. furthermore, it is confines that specifically to the transaction of an goods and the services.

The whole conception of the online Commerce come out in early 1990's, and the by toward the use had been increased the very fast rate. Existance of small venture process by the 1990's, and now it has an capability to conduct in the business through in the online and that too at a very large range. In this aspect, it has even become the basis need for any of the business to be on online in terms with its consumers/ buyers so as they to easy out the process for them.

At last, it has become the support system of the every business and every trade is going to be happening globally. With the bit expansion of it in the India, it has been witnessed the boom which is very growth. That is Being surrounded by with its benefits and as well as consequences, but it still is a trust worthy commercial medium which insprising many consumers on the day-to day basis.

RESEARCH METHODOLOGY

INTRODUCTION:

In this topic 'Is Electronic -Commerce is an sustainable Business Model: Case study of India' is the completely based upon the buyers s points of view or their opinion about the electronic model or an electronic business model. And, so as to the understand to the following vergue a study is essentially required in order to an understand what is the cusomers feels about the an online business in which the current day it is grows with a large range. As it is very welly understood that we are for beigning of an any kind of the business, on an one just that does not required as the physical or and online set up with the funds but as also should be have the complete information and knowledge about the what are public wants and about desires and what efforts one should needs to take in to achievement of the needs.

As the Dave Thomas very well as stated a old proverb that are garding beginning of the a Business. As Dave says that "What do you requuire to the start the Business? Just three simple things: you Know to your product better than the anyone. To Know your buyers, and having a burning desire to an succeed". atlast, he was argued that are only then they one will be able to set up an business enterprise. Apart from that, this is an obvious reality that without having any kind of information or knowledge of the anything in this world, they one should never think of it as having a cup of the tea.

SAMPLE OF THE STUDY

In the study was made to the accumulate in an responses from the various and different individuals for the fundamental study. As The survey to the procedure that are used for an basic study that gives an quantitative characteristics and at is the most pragmatic system to the accumulate information for the research works. As The survey is an made to collect the an fundamental information about the respondents and what's are their point of view about E-commerce business models that are an the being given a new process aqlong with the making of the them accessible and at the available online.in this case of the examination contained 125 respondents that are who filled the survey that was made in the research .

DESIGN OF THE STUDY

The analysis are intends to set an the establishment on the impact of an E-business models in the an nation. In this research that goes for social affair in the data from the various respondents that are identified with the administrations they use, the are variables that an elevate them to utilize of the these administrations and the components that are turns out to be an problem or an obstacle to E-Commerce in India. The study is likewise intended to find the the effect of demonetization and the digitalization on the general population and the public of an India and how they have moved towards the utilization of these administrations after the demonetization and in the digitalization occurred.

TOOLS FOR THE ANALYSIS

Findings of this exploration that think about is the led through a product which are been utilized for the most part for study and the examination reason: SPSS that represents an Factual Bundle for the Sociologies. It is basically used application that are performs an distinctive that are measurable to the estimations and that give data that are is useful in the doing additionally research about.

These are the Following tests that are been conducted to go through the data analysis:

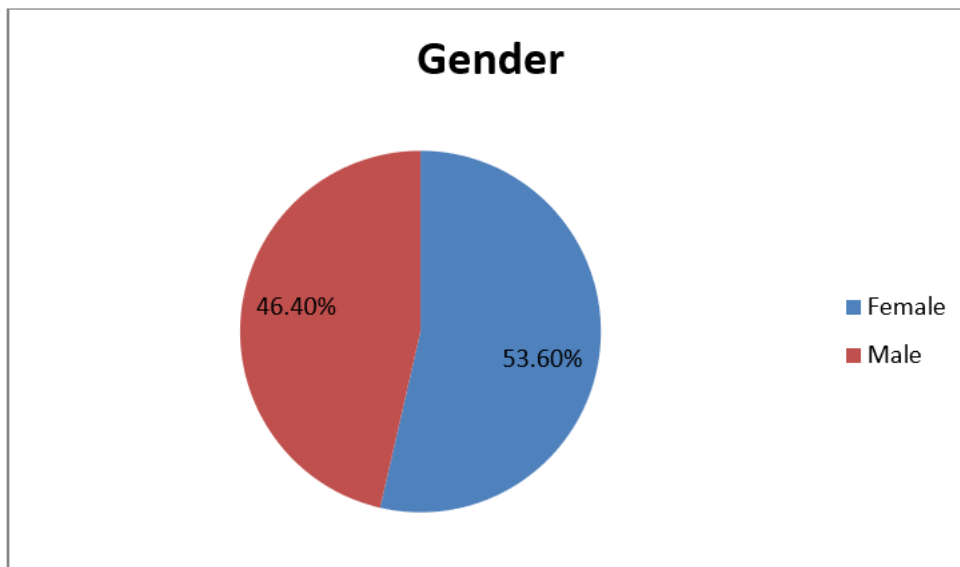
1. Regression (LINEAR)- it Direct Relapse the Linear Regression is the test that which is applied or used to build up an solid relationship between the ward and an autonomous elemnts that are looked over the examination. This makes an further relapse to the situation and the condition which can be applied to for expanding or spread the exploration and focus by the examiner. This will accepts that the factors that are taken by the analysist are known to his/her
2. Correlation (BIVARIATE)- the Bi-variate finds that is a straightforward to the (two variable) that are uncommon for an instance of the multivariate that are examination (where numerous relationship between different factors and elements are analyzed all the while).

DATA ANAYSIS

This stages are mainly focuses on the examines and then the interpreting of the whole study and the coming out with the are the impactful result along with the conclusion and the findings . The Chapter that are surrounds by the study in order to complete the objectives and motives of this research. The final purpose of the study is to determine the an sustainability of the Electronic Commerce model in the Indian economy. This researchj is done with the support of statistical tools which are is derived out of all the responses gather by the Primary research done by the help of questionnaire.

COMPONENT 1:

In the first component that are taken into consideration is the composition of the total percentage of the males and females who have filled the an questionnaire .those are mainly, the composition is the dominated by the females.

**COMPONENT 2 :**

In the Second component or element that are includes the statistical tool which are been used to show the difference between the an dependent and the an independent variable that are along with an reliability. This is the table here that are shows the relationship between the age and the average usage of the electronic-commerce model.

This the row that is considers at the different age or a groups whereas the columns that are comprise of the an average usage of the e-commerce models or in the online portals with the support of the data that are drawn from the received responses. The table is as follows is the :

Count	AvgUsage				Total
	Once in a week	Once every two weeks	Once a month	Once a year	
Age 15-25	9	8	48	10	75
25-35	6	7	24	4	41
35 and above	1	0	7	1	9
Total	16	15	79	15	125

As in this analysis that suggests us , that the age group of from the 15-25 is to more likely to use the online portals on the monthly basis that is more frequently.or On the other hand the people that are lying under the age of from 25-35 and the age of also 35 and above are ones also that are use the online business models on the monthly basis . atleast , that can be shown that most the preferred usage is done on the month-to-month basis that by many age groups that are involved in the study.

So Now,we are going to running regression for the an same variables:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.528	.208		7.342	.000
	AvgUsage	-.022	.069	-.030	-.326	.745
	Purpose	.003	.047	.007	.074	.941

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a. Dependent variable

This above table shows that the statistical tool of an linear regression that which are draws out the level of the significance in average to the usage to be 0.745% whereas the significance level for reason is 0.941. at;ast, that can be seen that the an age are being the an dependent variable that comes out to be an essential factor or that visiting the online portals. That can be considered that to the youth is more usage to the reliable on the online models the most.

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.044	2	.022	.055	.947 ^a
	Residual	49.108	122	.403		
	Total	49.152	124			

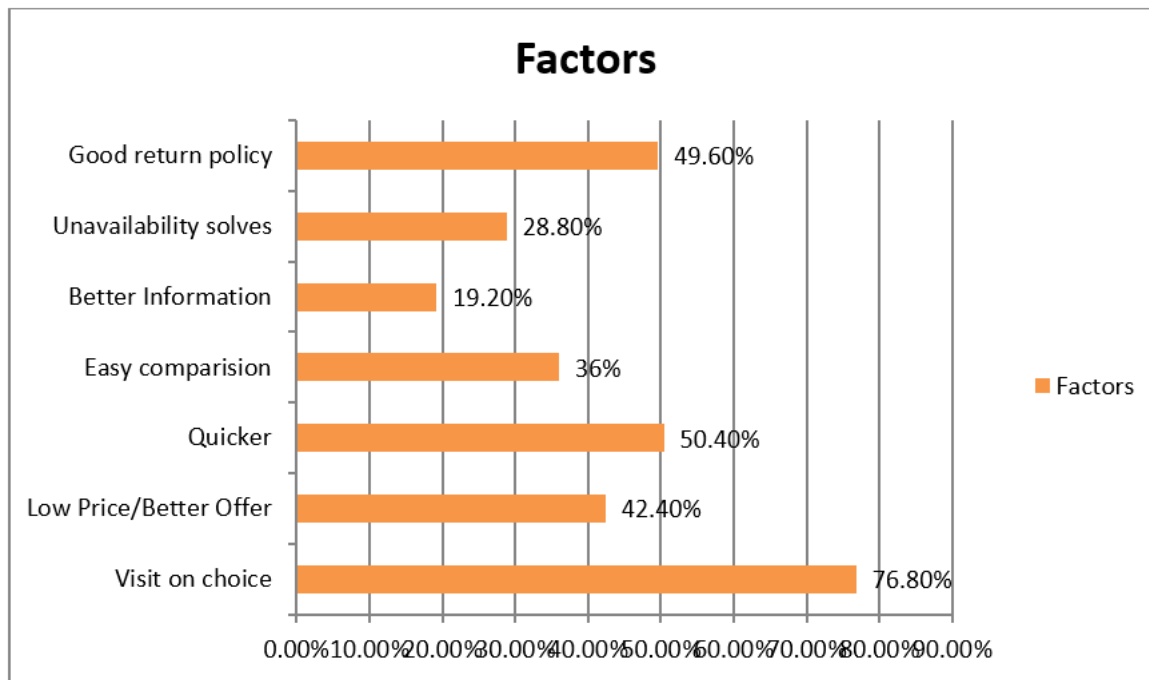
A. Predictor

B. Dependent variable

This an ANOVA test that shows us an the sum of squares that along with the an mean of the square of all the components that are involved in the regression table. This is the table that shows that the an dependent variable is at the significant level; 0.55 which is the somewhat that is close to the natural significant value, 0.05. atlast, this model is right and appropriately symbolical to an predict the outcome and the results .

COMPONENT 3 :

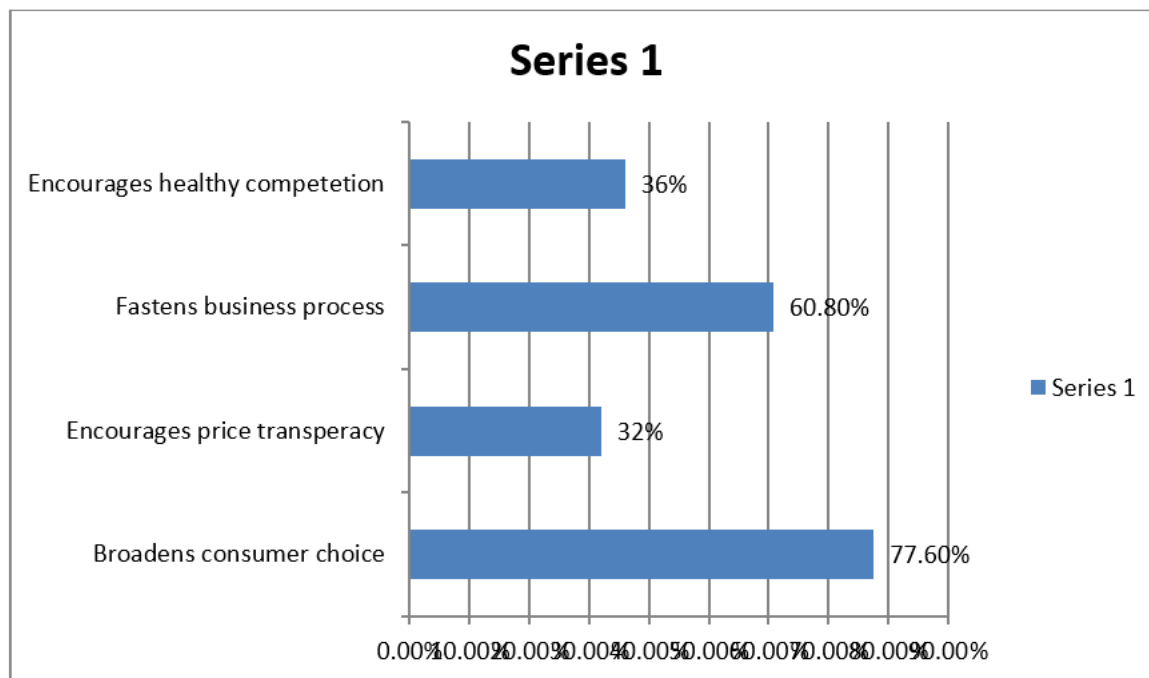
This components that whether that what makes the an people like to go for an online online portals the are most rather than an making it to the shops. This is an percentage of different facors that which was the choosed by that sample are as follows:



This is the most preferred option/ or choosen was that an people can be make to the visit to oline site or portals whenever t hey want to be . That has findout and come out to be the most preferred one an amongst all others.firther more , the quick or fast process of the model has also been on the an second vote with almost half of the votes. The minimum preferred option has come out/ and find out is the to be “better information” which means that are people still don’t feel that the information and the knowledge provided by the electronic -commerce models is an worth consumer’s trust and faithful . atlast, his can be a negative point too.

COMPONENT 4 :

In the Next component is on the basis of the how electronic -commerce has support and helped the businesses in its disclosure. The starts are drawn out of the as follow-



Atlast , there is the table that are shows that the electronic -commerce models are mainly helps and support in expanding and broadening the buyers choice. Then, as it an already mentioned it that it high and fastens the whole business in the process and buyers very less time. Furthermore , they appricauatew or encouragement due to price transparency and healthy competition, they aree both are sailing on the same on the boat.

This will in the general be seen that are proficient and that is comfort are the key factors and the element that raises in the people to use online monetary of the organizations and that security which is related issues or the problems is the essential and the significant factor which that is demotivates people to use these type of the organizations.

This will in the general be the contemplated that the an business models and an as well as the online portals should be work upon these type of the components more. Those type of the Security that are related with the problems and issues are the most basic factors that powers as an the test for them, and banks and the governing body should put diverse measures so these issues can be overseen viably.

CONCLUSION

The current part or region of study and the research that revolves basically an on around finding and the result the impact of Electronic -banking an organizations in an India. This examination and examines that was productive and the all of the objectives or purpose that were set, there were they cultivated by this examination. As An understanding for the impact or effect of the of Electronic -banking of an organizations was made nearby the an challenges and that openings that go in with it. These are all interrelation between the two factors and the variables that were molded which are included: what is the

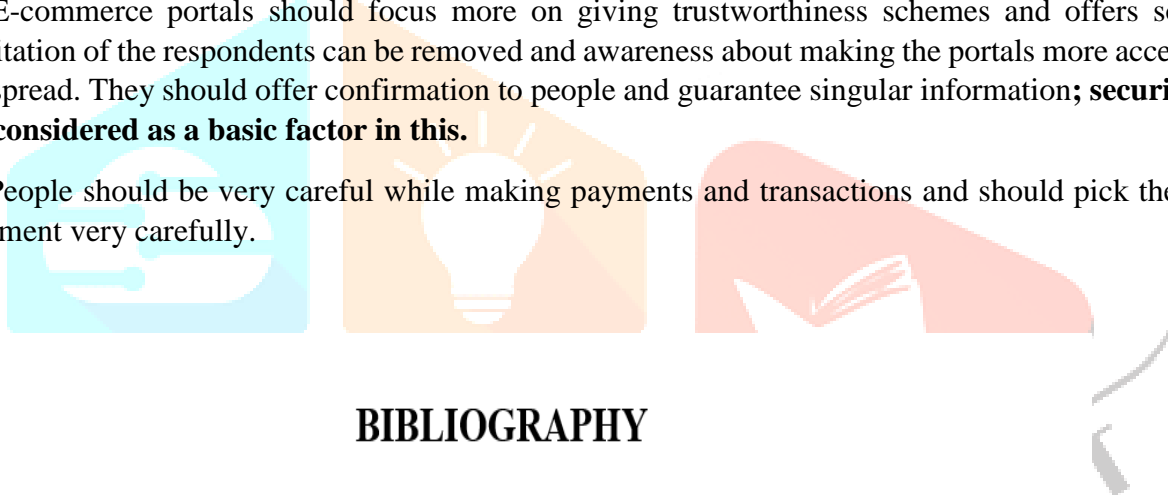
impact and effect of demonetization on Electronic -banking organizations in the country and what are number of the people have a data about these an organizations.

FUTURE EXPANSION

1. In the Electronic -commerce is an generous and havinh the expansive research that locale and more examination should have be conceivable upon it.
2. on the other hand Other elements can be that consolidated into this zone of an study, as the investigation just shows that association between few a elemnts are factors just in a manner of speaking.
3. there are Different sorts of relationship can be made up among different variables and the factors and the examination can be broadened.

Proposition/Proposals:

1. E-commerce portals should focus more on giving trustworthiness schemes and offers so that the hesitation of the respondents can be removed and awareness about making the portals more accessible can be spread. They should offer confirmation to people and guarantee singular information; **security should be considered as a basic factor in this.**
2. People should be very careful while making payments and transactions and should pick the mode of payment very carefully.



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