

Electronic Commerce (E-commerce)

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1. Abstract

Electronic commerce is process of doing business through computer networks. A person sitting on his chair in front of a computer can access all the facilities of the internet to buy or sell the products. E-Commerce which was started in early 1990's has taken a great leap in the world of computers, but the fact that has hindered the growth of e - commerce is security. Security is the challenge facing E-commerce today and there is still a lot of advancement made in the field of security.

2. Key words : Online store, Online business, E-com, Shopping cart, E-business, Comercio electronico, E-commerce definition, E-commerce platforms.

3. Introduction

E-commerce or " Electronic Commerce " is the trading of goods and services on the internet. It is your bustling city center or brick and mortar shop translated into zeroes and ones on the internet superhighway. An estimated 2.14 billion people worldwide buy goods and services online, and the number of prime members shopping Amazon Stores globally now tops 200 million. E-Commerce is a way in which people buy and sell goods at retail.

4. Objectives

- Improve customer loyalty.
- Attracting repeat customers.
- Increase sales.
- Checkout abandonment rate.
- Developing business relations.
- Go beyond blogging.
- Increase relevant traffic.
- Increasing brand awareness.
- Optimizing user experience.

5. Research Methodology

Descriptive research method and secondary data have been used in the present research.

6. Review of literature

Yidan Wang (2021) Research on E-commerce Platform of Online Shopping Consumers

In recent years, e-commerce platforms have emerged in an endless stream, including Amazon and eBay in the high-end international market, Tmall and JD.com in the high-end Chinese market, Pinduoduo and Taobao in the low-end market. It is not so difficult for many companies to share a piece of the online shopping business. However, due to the serious homogeneity of online shopping platforms, it is difficult for users with special purchasing needs to find suitable e-commerce platforms. At the same time, different e-commerce platforms have different user stickiness for different products. Therefore, understanding users' preferences and reasons for purchasing on the platform can help enterprises improve the efficiency and accuracy of marketing. For example, after big data analysis, companies can push different products to different groups of people with more accurately and more appropriate prices. This paper chooses four popular e-commerce platforms at present: JD, Taobao, Pinduoduo and Tmall as the analysis objects. Analyzing consumers' purchasing tendency and reasons for different platforms by investigating. For different online review systems, reviews and comments have different effects on sales. Under the classified evaluation system, the total number of reviews and the number of positive comments have a significant positive impact on sales. Negative reviews or comments have a significant negative impact on sales. Hence, in this experiment, the author hopes to collect feedback from consumers to analyze whether the four platforms are successful in marketing within different consumer groups, and to analyze the reasons why different consumer groups are attracted to these four platforms. According to the survey, users tend to have obvious preferences when buying different products. For example, they tend to choose JD.com when buying electronic products, while they tend to choose Taobao and Pinduoduo when buying low-priced daily necessities. At the same time, the author will also classify the consumers participating in the survey according to age and gender in order to analyze the impact of these factors on the choice of purchasing platform.

Shahid Amin (2016) A Review Paper on E-Commerce

E-commerce is a boom in the modern business. E-commerce means electronic commerce. E-commerce (Electronic commerce) involves buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, predominantly the Internet. E-commerce (Electronic commerce) is a paradigm shift influencing both marketers and the customers. Rather e-commerce is more than just another way to boost the existing business practices. It is leading a complete change in traditional way of doing business. This significant change in business model is witnessing a tremendous growth around the globe and India is not an exception. A massive internet penetration has added to growth of E-commerce and more particularly start-ups have been increasingly using this option as a differentiating business model. Moreover E-Commerce has significant influences on the environment. Although the model is highly used in current business scenario but the option has not been explored at its fullest. The current research has been undertaken to describe the scenario of E-Commerce, analyze the trends of E-Commerce. The study further examines the key variables imperative for the success of E-commerce business models. Objective: The objectives of present study

are: 1. To understand the present status and trends of E-Commerce; and 2. To reveal the key variables influencing the increased usage of E- Commerce.

7. Electronic Commerce (E-commerce)

Meaning of E-commerce

E-Commerce is a method of buying and selling goods and services online.

Type of E-commerce

B2B (Business to Business)

The exchange of products, services or information between business, rather than between business and consumers can be termed as B2B.

B2C (Business to Consumer)

This type of website for business is the most popular. Such website are suitable for the companies which perform direct sales via the internet. Like selling consumer goods directly to the consumers.

C2B (Consumer to Business)

C2B website allow the consumers to set prices for the goods they want to purchase themselves. A consumer to business model here a consumer sales goods to a company.

C2C (consumer to Consumer)

This type of sites is suitable for the companies which act as mediators between the clients and seller. It is also called peer to peer.

B2A (Business to administration)

The B2A model enables companies or manufacturers to sell their services or products to government agencies by signing a long - term contract.

C2A (Consumer to Administration)

The C2A model refers to E-commerce activities between individuals and the government.

Electronic Commerce

E-Commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, internet marketing, online transaction processing, electronic data interchange, inventory management systems and automated data collection systems.

Top 5 best E-commerce companies in india

- ✓ Amazon India.
- ✓ Flipkart.

- ✓ Nykaa
- ✓ India Mart.
- ✓ Meesho

8. Fundamentals

- Speed matters in all things digital
- Simple almost always wins.
- Hire a designer and product manager.
- Focus on product detail pages and checkout.
- Channel and distribution really, really matter.
- Make team skills and culture a priority.
- Have the CEO focus on digital transformation.
- Invest in simple software.
- Measure a few input metrics that you can control.
- Improve operational efficiencies before chasing new features.

9. Conclusion

E-Commerce still represents one of the business methods that take advantage if done the right way, even if the stock market and commodities fell, but E-Commerce still able to survive and receive high transaction. E-Commerce has a tremendous opportunity in the course of Or business in Malaysia.

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