



Potholes in the Way to Success of E-Commerce

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Abstract: *Traditional definition of commercial transaction is being changed due to E-commerce. Everything is going to be done electronically. We can also call it paperless transaction. E-commerce gives various dimensions to do business electronically; called E-Business. The paper focuses on various types of Electronic Transaction used for business as well as scope and benefits of E-Businesses; E-business helps organization to connect directly to the consumer which helps to increase the business as well as it is also helpful for consumer. The paper focuses on Potholes in the way to success of e-commerce.*

Key Words: *E-commerce, E-business, B2B, B2C, B2G*

I. INTRODUCTION

The development of Information and Communication Technology (ICT) represents an important part of the society; E-commerce leads the business industry to re-engineering the process of doing business. Many organizations are moving towards E-business and though required business intelligence as technical prospective.

E-commerce is trading in products or services using computer networks, such as the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle. [1]

E-business is the application of information and communication technologies (ICT) in support of all the activities of business. Commerce constitutes the exchange of products and services between businesses, groups and individuals and can be seen as one of the essential activities of any business. Electronic commerce focuses on the use of ICT to enable the external activities and relationships of the business with individuals, groups and other businesses or e business refers to business with help of internet i.e. doing business with the help of internet network.[2] The term "e-business" was coined by IBM's marketing and Internet teams in 1996.[3][4]

II. TRANSACTIONS ON NET

There are various types of business transactions taken over internet which helps in re-engineering the process and advantages.

(i) Business 2 Business (B2B)

B2B means transaction between businesses. For example car manufacturing organization asks tyre manufacturing organization to provide the same.

(ii) Business 2 Customer (B2C)

B2C means customer go to particular website, select product and purchase online exp.www.flipkart.com.

(iii) Customer to Customer (C2C)

C2C means the person sales his own product used/not used through the commercial website that provide this type of services. e.g. www.olx.com

(iv) Business to Government (B2G)

This type of transaction helps organization to view government policies electronically as well as submit tender and other necessary information related to tax etc.

III. RESEARCH STUDY

The survey was conducted verbally by interview method. The sample size of 140 respondents has been selected as it represents the population in an appropriate manner. The questions are based on the awareness, use, security, expectations towards E-commerce website were asked.

(i) Sample Size and structure

The sample consisted of 84 males and 56 females. The analysis of the age profile revealed that 72 respondent were between the age of 21 to 35, 54 respondents were in the age group of 35 to 50 years and 14 were above 50 years. Based on their responses the analysis of the researcher is as follows.

V. SUGGESTIONS AND CONCLUSIONS

Today many organizations are adapting E-business as its demand for market. Small organization has the opportunities to do business country wide as many e-business website selling their page to do transaction to different organization.

- Various E-business websites are busy with doing advertisement on popular sites ,user surfs the website and back to his task ,major reason for that is after reaching to organization's website She/he think it's not right product, lacking of trust for a particular brand, delivery time, remote location, scheme is not appropriate etc .Now if organization can keep track of the IP of that user then organization can point out that from which IP it is ,make a database of it put some special offer belonging to that IP and try to find out their interest.
- Sometimes customer goes through website, select product; go for purchasing process at the end s/he knows that delivery is not at rural sector. Leading E-commerce website homeshop18 does not provide services to rural area [6], it is suggested to put pop-up before to surf the website.
- Customer selects product, go for purchasing while handling the payment option she/he comes to know that if selection is COD then there is no discount or there is a shipping charge, this leads to product and website strategy.
- During the course of this study it is observed that most of the persons purchase many items but not a single organization ask a feedback .not even they are offering birthday mails or as a special scheme for regular customer.
- It has also been observed that many websites are just giving platform to organization and they are working as mediator, in this case after purchasing, if any issue arises, they ask us to deal with distributor as mentioned in your bill.
- E-business organization does not focused on the security of payment as they define at the bottom of the page but they are not majorly highlighting (POP UP) it that what is verified by Visa/Master Card, Net banking policy and RBI guide lines regarding message services? So it is suggested to give detailed regarding security on front of the website as a pop-up.
- Recently it is found that many websites offering a scheme by fewer prices but when customer try to buy it product disappears from the cart.
- Researcher found that same product is sold at different price on different websites, which put the question mark to authenticity of product, so it is suggested to put Authorized seller certificate for a particular product.

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