

ISSN 2321-4643



VOL 5 | SPECIAL ISSUE 1 | FEB 2018

UGC Approved Journal Number: 44278

Shanlax International Journal of Management



A Peer-Reviewed, Refereed Scholarly Quarterly Journal
Globally Indexed with Impact Factor

International Conference

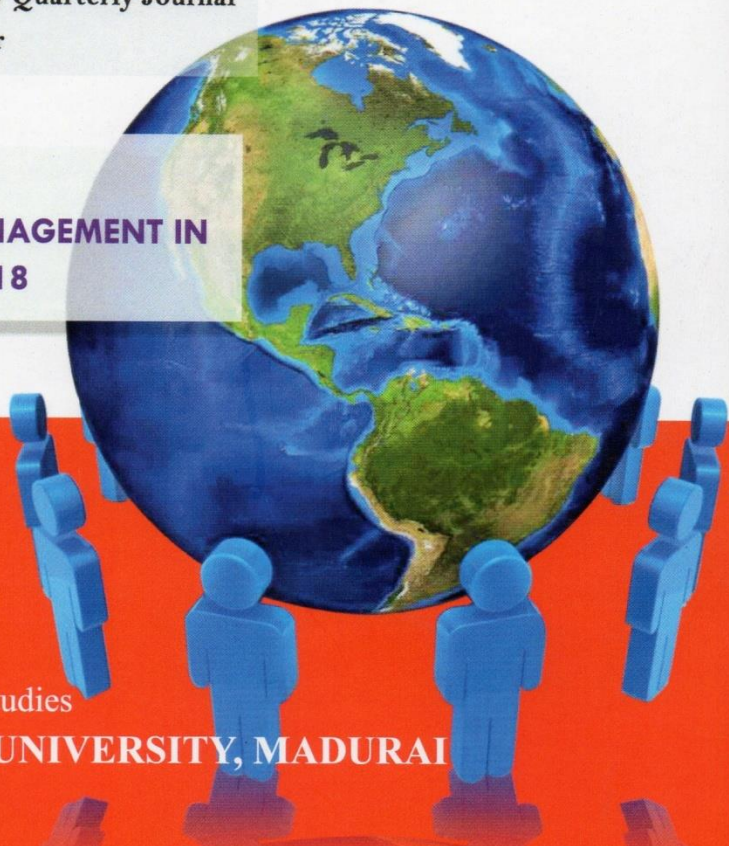
**NEW DIMENSIONS OF MANAGEMENT IN
THE GLOBALIZED ERA - 2018**

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E –COMMERCE

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Abstract

Even before the technological era could rise its arms, commerce has been still surviving since 18th century in our country when the goods and services were traded overseas and within the geography in different forms. The intervention of the technology has made life easier for mankind in every ways possible, so as the commerce industry has grown eventually to such an extent paving the way for the Electronic –Commerce (E-Commerce). E-commerce is the platform for buying and selling goods and services through the technological resource .It has changed the entire market practice which has been into existence for decades. The traditional system of trading or marketing goods to the consumers has seen a major transition yet in an appealing manner to the millennials and the upcoming generations. It has influenced the lives of the people and changed their lifestyle by helping themselves shop online, paying bills online and getting things delivered at the doorstep. The root of the entire system depends on the adoption of best practices of supply chain management. It has partially impacted the businesses of vintage traders who had been still surviving with the traditional market system Therefore it is highly important to study and understand its significance, impact of its evolution and the challenges in the industry. The Study would also analyze the different forms of E-commerce and the organizations those had visualized tremendous performance in the market than the traditional business system. The opinion from a small group was collected in the form of a survey and their inferences are shared in the paper.

Introduction & Evolution of E-Commerce

The World Trade Organization defines e-commerce as, "**E- Commerce is the production, distribution, marketing, sales or delivery of goods and services by electronic means.**" The use of technologies in the commercial transactions appeared in the late 1970s in the form of EDI (Electronic Data Interchange) and EFT (Electronic Funds Transfer) which allowed businesses and organizations to communicate and perform commercial documentation electronically. It has also increased its potential by the introduction of online gateways for making payments through debit/credit cards, transfer funds and deposit by making the banking process simpler. While the new system had been received positively from every other aspect, it has also been realized that trading market can also happen in the same platform. And in the later 90s the buying and selling of goods and services began to experience a different vertical of business when the trading happened by online without any physical presence of the market and the consumers. It has wide range of presence in the entire retail industry having placed with fast moving goods, consumer durables goods, etc. This era has also created number of E-commerce ventures such as Amazon, Alibaba , Flipkart, E-bay, Snap-deal , Pay-tm , etc and other nurturing organizations in the food , medicine , travel , entertainment sectors which have been still growing and sustaining in the global market successfully .

Forms of E-Commerce

For the better classification of nature and operation of the E-commerce businesses in the different sector, it can be broadly categorized into four basic types, based on the types of goods or services and the nature of the participants.

Business-to-Business (B2B)

Business-to-Business (B2B) e-commerce is an electronic transaction of goods or services between companies or the organizations of the same industry or sector in order to source their raw materials, related services or to outsource their operations. The volume of the transactions would be huge and in this form of trading. Those organizations serve themselves by getting tied up with each other and support themselves. The participants involved would usually be the Manufacturers, wholesalers and the dealers in the top and middle level of the management. Example: In the Construction industry, cement & brick manufacturers rely on the builders for their business.

Business-to-Consumer (B2C)

The Business to consumer segment of E-commerce is where the companies get directly connected to the end customer. It is the most accessible platform for any retail products and services for the consumers to get them served themselves instantly. Most of the online shopping websites, travel booking portals and other online services on food delivery, movie bookings etc. Example: Amazon, Flipkart etc..

Consumer-to-Consumer (C2C)

Consumer-to-Consumer (C2C) type of e-commerce comprises of all transactions of goods or services happening between the consumers in the online platform. Generally, these transactions are conducted through a third party, which serves as the intermediate providing the connectivity between the customers and get their needs done mutually. Example: Websites and Mobile Apps like Housing.com, Sulekha, Naukri, Quikr etc .

Consumer-to-Business (C2B)

Consumer to Business is the reverse trading of exchanging goods from the consumer to the entity. A large number of individuals make their services or products available online for purchase for companies. Examples of such practices are the sites where designers, photographers, artists present several proposals for a company's branding and marketing

E-Commerce in India

In India, the digitalization has emerged up in large scale encouraging people to transact online and go cashless. The usage of smart phones over decades has increased enormously with the practice of using different kinds of mobile applications. Despite of the second largest usage of internet in the world, but the market penetration of E-commerce sector is low when compared to US and other European countries with less population. But is estimated to grow continuously and consistently with the increasing number of market players and consumers. E-commerce is increasingly attracting customers from Tier 2 and 3 cities, where people have limited access to top brands but the intention to get things done online. According to a study done by Indian Institute of E- Commerce, by 2020 India is expected to generate \$100 billion online retail revenue out of which \$35 billion will be through fashion e-commerce. Online apparel sales are set to grow four times in coming years. The entire industry is all set to bloom aggressively in the upcoming years ahead with comfort of the millennials choices

Advantages of the E-Commerce

The major advantage of having the E-commerce industry setup, is to optimize the utilization of resources with minimal costing and investments for both buyers and the sellers. It has changed the way that market system was placed earlier. People find it more accessible and comfortable in using different E-commerce portals for all their day to day needs. Instant processing and payments are done without

spending time and efforts to travel to the showroom or a store .It also gave the comfort getting things delivered at the doorstep. It also helps them to compare prices between brands, understand the product design and pick up with no time constraint. It could be operated anywhere round the clock (24/7) provided the internet connection works effectively

Disadvantages of the E-Commerce

E-Commerce has also created an impact in the other way which is undesirable for the traditional market players. It affects the businesses of the showroom, stores, departmental stores, intermediaries who earlier enjoyed customers visiting their locations. As the result of E-Commerce the job of salesman has been nullified and replaced with delivery agents. Businesses running without their presence in the internet might tend to lose a portion of their target audience. At the view of consumer, their major threat would be lose of privacy, absence of human intervention, lack of feeling the physical presence of the product and over dependency on the information & technology etc..

A Study on Customer Perception towards E-Commerce

Objectives of the Study

The study was undergone to understand and analyze the following aspects of the Retail segment (B to C) of the E-Commerce Industry:

- To know consumer perception towards the E-Commerce Industry
- To understand the satisfaction levels of the customers and their views on the services offered by online shopping
- To analyze the buying pattern of the customers who shop online

Research methodology

The type of research undergone was a descriptive method. The data collection was done with both primary and the secondary data. The Primary data was collected through random sampling method where questionnaire was prepared through Google forms and circulated to the respondents through social media .The Secondary data was collected from websites, research journals and news updates

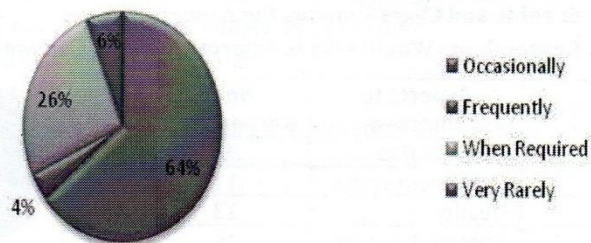
Limitations of the Study

- The Study was limited to 50 respondents only
- Respondents might change their opinions time to time

Analysis and Inference of the Study

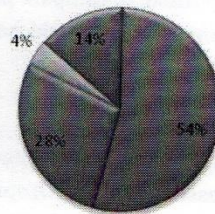
1: Table and Chart Showing How Often the Respondents Shop Online

S No	Frequency	No. of Respondents	%
1	Occasionally	32	64
2	Frequently	2	4
3	When Required	13	26
4	Very Rarely	3	4
	Total	50	



2: Table and Chart Showing the Regular Shopping Zone of the Respondents

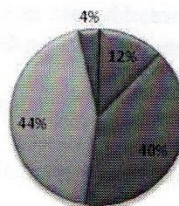
S No	Shopping Zone	No of Respondents	%
1	Amazon	27	55
2	Flip-kart	14	28
3	Snap Deal	2	4
4	Others	7	13
	Total	50	



■ Amazon
■ Flipkart
■ Snap Deal
■ Others

3: Table and Chart Showing the Things that the Respondents Would Shop Online

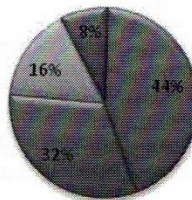
S no	Things to Shop Online	No.of Respondents	%
1	Clothes	6	12
2	Accessories	20	40
3	Electronic Gadgets	22	44
4	Others	2	4
	Total	50	



■ Clothes
■ Accessories
■ Electronic Gadgets
■ Others

4: Table and Chart Showing the Budget for a Month on Online Shopping

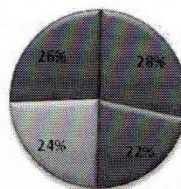
S No	Budget	No. of Respondents	%
1	Below Rs 1000/-	22	44
2	Rs 1000- 2000/-	16	32
3	Rs 2000-5000/-	8	16
4	Above Rs 5000/-	4	8
	Total	50	



■ Below Rs 1000
■ Rs 1000 - 2000/-
■ Rs 2000- 5000/-
■ Above Rs 5000/-

5: Table and Chart Showing the Reason for the Respondents to Prefer E-Commerce

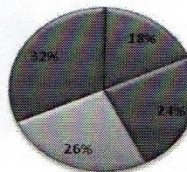
S No	Reason to Choose	No. of Respondents	%
1	Time saving	14	28
2	More choices	11	22
3	Best pricing	12	24
4	Doorstep delivery	13	26
	Total	50	



■ Time Saving
■ More Choices
■ Best Pricing
■ Doorstep Delivery

6: Table and Chart Showing the Aspects that the Respondents Would Like to Improve in the E-Commerce

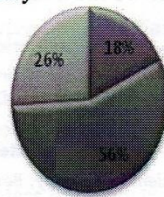
S No	Aspects to Improve	No of Respondents	%
1	Delivery time	9	18
2	Customer service	12	24
3	Quality	13	26
4	Process & policies	16	32
	Total	50	



■ Delivery Time
■ Customer Service
■ Quality
■ Process & Policies

7: Table and Chart Showing the Satisfaction Level of the Respondents towards E-Commerce Industry

S No	Satisfaction Level	No. of Respondents	%
1	Highly Satisfied	9	18
2	Satisfied	28	56
3	Scope of Improvement	13	26
	Total	50	



■ Highly Satisfied
■ Satisfied
■ Scope of Improvement

Findings

- Majority of the respondents were **Male**
- Majority of the respondents are between the age group of **18-25**
- Majority of the respondent's Annual Income is between **2-3 lakhs**
- Majority of the respondents shop online **Occasionally**
- Majority of the respondents shop from **Amazon**
- Majority of the respondents shop **Electronic gadgets** by online
- Majority of the respondents shop in a budget **below Rs 1000/-**
- Majority of the respondents prefer E-Commerce because of its **Time Saving**
- Majority of the respondents suggested to **improve the process and policies**
- Majority of the respondents are **satisfied** with the E-Commerce industry

Conclusion

As far as the Indian market is concerned, there is a huge potential to get flourished in the E-Commerce industry. Our country has caught the attention of several regional players like Flip-kart, Snap-deal and also of global giants like Amazon, Alibaba. From being worth just about \$3.9 billion in 2009, online retail is worth \$38 billion in 2016 and it is expected to generate about \$100 billion in revenue by 2020. There should be given equal focus to the rural segment also. However it is more popular among the young and the middle age group which seems to be a positive sign for the industry to grow in forthcoming years. To increase the business growth and retain the existing customers in the industry the retail B to C E-commerce ventures must offer seamless customer service and improve their Turn around time while delivering. Effective supply chain management, quality, diversification helps in improving the customer loyalty. The future of the E-Commerce is blooming and will be fetching its peak growth in the years to come with the more supportive and customer friendly approach

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