

# E Commerce

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Date of Submission: 20-04-2023

Date of Acceptance: 30-04-2023

## ABSTRACT

In the past few years, enterprises across the globe have experienced significant changes in their business information system. Huge investments were made in enterprise resource planning system implementations but still they struggle to get timely information that is needed to make effective business decision and to ensure continuous growth of enterprises. Placing "e" in front of any process or function seemed to be the magic prescription for never ending story of success and rapid returns for enterprises. Thus E-commerce is changing the way of doing business.

**Keywords:** E-commerce, information technology, e-business

types of businesses, from consumer based retail sites, through auction or music sites, to business exchanges trading goods and services between corporations. It is currently one of the most important aspects of the Internet to emerge.

Ecommerce allows consumers to electronically exchange goods and services with no barriers of time or distance. Electronic commerce has expanded rapidly over the past five years and is predicted to continue at this rate, or even accelerate. In the near future the boundaries between "conventional" and "electronic" commerce will become increasingly blurred as more and more businesses move sections of their operations onto the Internet.

## I. INTRODUCTION :

According to Dictionary.com, Commerce is a division of trade or production which deals with the exchange of goods and services from producer to final consumer. It comprises the trading of something of economic value such as goods, services, information, or money between two or more entities.

However, E Commerce - mean **ELECTRONICS MARKETING**. It consist of buying and selling goods and services over an electronic systems such as the internet and other computer networks. "E-commerce" is the purchasing, selling and exchanging goods and services over computer networks (internet) through which transaction or terms of sale are performed electronically.

We may therefore define " E Commerce " as Transacting or facilitating business on the Internet is called ecommerce. Ecommerce is short for "electronic commerce."

Popular examples of ecommerce revolve around buying and selling online. But the ecommerce universe contains other types of activities as well. Any form of business transaction conducted electronically is ecommerce.

Electronic commerce or ecommerce is a term for any type of business, or commercial transaction that involves the transfer of information across the Internet. It covers a range of different

Kalakota and Whintons in 1997 defined the term E-commerce from different perspectives. These perspectives are:

- Communication
- Business Process
- Service
- Online

**Communication Perspective:** According to this perspective, E-commerce is the delivery of information, product/services or payments over tele-communication channels, computer networks or any other electronic mode of communication.

**Business Process Perspective:** This says that E-commerce is the application of technology towards the automation of business transactions and work flow.

**Service Perspective:** E-commerce is defines as a tool that addresses the desire of firms, consumers and management to cut service cost while improving the quality of goods/services and increasing the speed of service delivery.

**Online Perspective:** E-commerce provides the capability of buying and selling products and information on the internet and other online services.

In this day and age, e-commerce has become a household word. In simplest terms, it's the selling of products online. Via website or an online marketplace like eBay, one can promote and

sell products online, taking orders and accepting payment--all without stepping foot in a storefront or ever seeing a customer face-to-face.

The most amazing aspect of e-commerce is its ability to impact sales and marketing efforts immediately. By going online, suddenly a neighborhood bakery or a home based consulting service expands its reach to a national or even international base of potential customers. Web-based sales know no international boundaries. Forrester Research, which analyzes online trends and statistics, projects the online retail market for U.S. businesses to be \$230 billion by 2008. That's a full 10 percent of anticipated total U.S. retail sales.

### History of Ecommerce

- a) 1970s: Electronic Funds Transfer (EFT)  
Used by the banking industry to exchange account information over secured networks
- b) Late 1970s and early 1980s: Electronic Data Interchange (EDI) for e-commerce within companies  
Used by businesses to transmit data from one business to another
- c) 1990s: the World Wide Web on the Internet provides easy-to-use technology for information publishing and dissemination
  - a. Cheaper to do business
  - b. Enable diverse business activities

### Examples of Ecommerce

#### Online Shopping

Buying and selling goods on the Internet is one of the most popular examples of ecommerce. Sellers create storefronts that are the online equivalents of retail outlets. Buyers browse and purchase products with mouse clicks. Though Amazon.com is not the pioneer of online shopping, it is arguably the most famous online shopping destination.

#### Electronic Payments

When a customer is buying goods online, there needs to be a mechanism to pay online too. That is where payment processors and payment gateways come into the picture.

Electronic payments reduce the inefficiency associated with writing and mailing checks. It also does away with many of the safety issues that arise due to payment made in currency notes.

#### Online Auction

When customer think online auction, customer think eBay. Physical auctions predate online auctions, but the Internet made auctions

accessible to a large number of buyers and sellers. Online auctions are an efficient mechanism for price discovery. Many buyers find the auction shopping mechanism much interesting than regular storefront shopping.

#### Internet Banking

Today it is possible for customer to perform the entire gamut of banking operations without visiting a physical bank branch. Interfacing of websites with bank accounts, and by extension credit cards, was the biggest driver of ecommerce.

#### Online Ticketing

Air tickets, movie tickets, train tickets, play tickets, tickets to sporting events, and just about any kind of tickets can be booked online. Online ticketing does away with the need to queue up at ticket counters.

#### Types of Ecommerce

Ecommerce can be classified based on the type of participants in the transaction:

##### Business to Business (B2B)

B2B ecommerce transactions are those where both the transacting parties are businesses, e.g., manufacturers, traders, retailers and the like. E.g.: Dell deals computers and other associated accessories online but it does not make up all those products. So, in order to deal those products, first step is to purchase them from unlike businesses i.e. the producers of those products.

**Business to Consumer (B2C)** When businesses sell electronically to end-consumers, it is called B2C ecommerce. For example: if customer want to sell goods and services to customer so that anybody can purchase any products directly from supplier's website.

##### Consumer to Consumer (C2C)

Some of the earliest transactions in the global economic system involved barter -- a type of C2C transaction. But C2C transactions were virtually non-existent in recent times until the advent of ecommerce. Auction sites are a good example of C2C ecommerce. eBay's auction service is a great example of where person-to-person transactions take place every day since 1995.

##### Business-to-Employee (B2E)

Business-to-employee (B2E) electronic commerce uses an intra-business network which

allows companies to provide products and/or services to their employees. Typically, companies use B2E networks to automate employee-related corporate processes.

**Business-to-Government (B2G) model:** In this model, the business houses transact with the government over the Internet. For example, similar to an individual consumer, business houses can also pay their taxes on the Internet.

Asia Pacific region is witnessing the fastest growing changes in the e-commerce sector with India being one of the top contributors to the phenomena.

A number of reasons can be attributed to this

- a) Decrease in the price of personal computers
- b) Growth in the number of active internet users
- c) Extremely competitive Internet Service Provider (ISP) market.

#### **The Process of E Commerce:**

1. A consumer uses Web browser to connect to the home page of a merchant's Web site on the Internet.
2. The consumer browses the catalog of products featured on the site and selects items to purchase. The selected items are placed in the electronic equivalent of a shopping cart.
3. When the consumer is ready to complete the purchase of selected items, she provides a bill-to and ship-to address for purchase and delivery
4. When the merchant's Web server receives this information, it computes the total cost of the order--including tax, shipping, and handling charges--and then displays the total to the customer.
5. The customer can now provide payment information, such as a credit card number, and then submit the order.
6. When the credit card number is validated and the order is completed at the Commerce Server site, the merchant's site displays a receipt confirming the customer's purchase.
7. The Commerce Server site then forwards the order to a Processing Network for payment processing and fulfillment.

## **II. CONCLUSION:**

Slogan” Ache din aa gaye “ ( Good days have come) of NDA Government will become successful/true if the E commerce will become customer oriented. A new system “Ecommerce” will be accepted, adopted and used by the customer only when end user received the goods as well as services in cheaper rate.

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