A Business Review of E-Commerce

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Abstract- **E-commerce, literature review in the context of e-commerce discusses about present and future aspects. The twenty-first century has provided many opportunities and competitive environment for online businesses. The main goal of e-commerce is business to expand its scope and find markets for its products and services globally. E-commerce is spreading very fast and today very big companies are providing infrastructure for e-commerce, such as Ebay, Amazon, Flipkart, Ajio etc.**
There are many types of e-commerce B2C, B2B, C2B, C2C, B2G and G2B.Due to e-commerce, paper work has reduced considerably. E-commerce has eliminated intermediation, providing cheaper goods to consumers. But not all products are available through e-commerce. Customers get many benefits if they purchase goods online like Cash back guarantee, cash on delivery, fast delivery, discounts, access to branded products etc.

Key words: **E-commerce, E-Business, Business review.**

Preface
Electronic commerce (E-Commerce) is the online trade of goods and services, which means the trade in which the traders trade with each other through electronic medium instead of being in front of each other. Some people consider e-commerce and e-business to be the same. But in reality these are two different hypotheses. E-commerce involves transactions between businesses or organizations using information and communication technology, while in e-business, business transactions take place between establishments and organizations and consumers.
Electronic commerce is mainly buying, selling, marketing and distribution of services and goods over electronic systems such as the Internet and other computer networks. The twenty-first century has provided many opportunities and competitive environment for online businesses. Many online business companies have been established. Many online branches have been opened.
Roughly E-Commerce is increasing at the rate of 5 percent every year. The Department for Promotion of Industry and Internal Trade has informed that no quantitative assessment has been done in this regard. But according to the National Association of Software and Services Companies (NASCOM), in India the e-commerce market is growing at a rate of 5 percent every year with an estimated revenue of $ 56 million in the year 2021, despite the challenges faced by the COVID-19 pandemic. He said that complaints related to issues like payment, quality and quantity, manufacturing defects, non-delivery of services etc. can be lodged by the consumers in the National Complaints Office being operated by the Department of Consumer Affairs. The consumer is registered on the helpline. According to them, consumer complaints are handled through integrated trade redressal mechanism software.

When everything came to a halt during the COVID pandemic in India, e-commerce grew rapidly. However, now disputes are going on between some companies regarding some issues. In fact, some small businessmen had made serious allegations against big companies like Amazon and Flipkart. He said that these companies are ignoring them.

Online business i.e. e-commerce became a major means of purchasing essential goods for millions of people during the Corona epidemic. This trend is growing very fast in India and people have now started believing in online shopping instead of going to the market in the traditional way. Amidst all this, the government has also given important information in the Parliament regarding this increasing trend in the country.

Rules for E-Commerce

Some time back, the Government of India made some proposals for the e-commerce sector in India. These proposals also include some such changes due to which e-commerce companies are losing their sleep. These offerings are very broad and not just e-commerce platforms. Rather many other sectors will also be affected. Confusion continues regarding new proposals for e-commerce sector.

E-commerce companies misleading on product pricing, quality and guarantee should not be allowed to advertise or sell. It is being said that this may affect the growing online advertising business of e-tailers.

E-commerce companies must ensure that the products listed on their platforms, the country of which the product is made should be present i.e. country of origin. This is a very difficult task because there are lakhs of product listed on Amazon and Flipkart. The biggest difficulty that can arise in implementing this rule is that whenever a customer makes an online purchase, he can also see a local alternative to the imported product or service. This is also a difficult task. There is no enthusiasm among both e-commerce companies and sellers to maintain these details.

There are some products on e-commerce platforms which cannot be returned after purchase. Free exchanges or refunds are usually offered in online shopping. Obviously getting his approval will only improve the online shopping experience for the customer.

Credit cards have a very important place in e-commerce deals. Banks and other institutions e-commerce play an important role in deals. EDI has made a significant contribution in the development of e-commerce, due to which various business organizations have been successful in exchanging information. In Consumer Business (C2B) transactions, customers or consumers have more importance. They can get the goods made as per their needs and interests and can be assured of how the services will be delivered. As a result, there are more options for the consumer. In e-commerce the production process is faster and more open. Over which customers have a lot of control. Due to e-commerce, the market for products and information related to it is always available and their prices are more transparent, due to which customers are able to take more appropriate purchasing decisions in terms of minimum price.

Mobile commerce or m-commerce refers to the buying and selling of goods and services through wireless technology and handheld devices such as cellular telephones and personal digital assistants. Japan has the highest incidence of M-Commerce in the world today.

The main goal of e-commerce is to expand the business scope and find markets for its products and services globally. One of the major goals of e-commerce is to present information about products and services of various companies to the customer in a dynamic and on-demand manner.

The overall goal of e-commerce is to increase the revenue of companies and to provide convenience to customers by buying and selling products through the use of the Internet in a secure and effective manner, which as a result increases the GDP of the country.

E-commerce is spreading very fast and today very big companies are providing infrastructure for e-commerce like Salesforce, ebay, amazon and hp1.

2. LITERATURE REVIEW

In order to make any research work purposeful and more effective, it becomes necessary that the researcher obtains brief information about other research works done in the past similar to his research problem. From this perspective, the researcher has tried to obtain information about the content of some major and easily available previous research studies done on e-commerce. In brief their description is as follows:

3. TYPES OF E-COMMERCE

There are many types of e-commerce depending on the nature of the transaction and involvement of the parties-

3.1 Trade To Trade (B2B)

Trade-Business E-commerce is called e-commerce done between companies. This is a type of e-commerce that reflects the relationship between two business establishments or between business establishments.

3.2 Business To Consumer E-Commerce (B2C)
Business to consumer electronic commerce in which products or services are sold from an establishment or company to a consumer.

3.3 Consumer To Business E-Commerce (C2B)
Consumer to business transactions involve reverse auctions that empower consumers to execute transactions. Example - When competing airlines offer the best travel and ticket to the passenger.

3.4 Consumer-to-consumer e-commerce (C2C)
Consumer-consumer e-commerce or C2C refers to commerce between consumer and consumer. In consumer-consumer e-commerce, transactions take place between consumers through a third party. Example: Online Auction.

3.5 Business-Government E-Commerce (B2G)
*Un*der this type of e-commerce, the use of Internet includes public acquisition, licensing process and other government related activities. That is, this type of e-commerce is commerce being done between companies and the public sector.

3.6 Government-Business E-Commerce (G2B)
Government-business e-commerce refers to local and federal government and commercial online interactions. In this only business companies are associated with the government. Example - http://www.dtigov.uk

4. E-COMMERCE IN JABALPUR
100 persons were interviewed by the researcher on "A Business Review of E-Commerce" in which 10 different colonies were kept in Jabalpur, in which 10 persons were interviewed from each colony. It was found out by the researcher that out of total 100 people, 41 people are doing e-commerce work. That is, it has been found by the researcher that the number of people using e-commerce in Jabalpur city is 41.00. The percentage is increasing.

5. E-COMMERCE PURPOSES
1. Increase the scope of sales.
2. Streamline communications with suppliers and customers.
3. Improve services to existing customers.
4. Reduce paperwork and time spent on correspondence.
5. Find out customer satisfaction.
6. Be prompt in billing.
7. Expand the market beyond geographical and national boundaries.
8. Improve inventory control, order processing.
9. Create a position in the upcoming e-commerce market.
10. Reduce cost pressure.

6.ADVANTAGES AND DISADVANTAGES OF INTERNET MARKETING OR E-COMMERCE:
6.1 Advantages
➤   Everyone benefits from e-commerce, be it a Consumer, Organization or Owner.
➤   With the help of e-commerce, we can spread our business all over the world and it is not limited to our country but can be established worldwide.
➤   The consumer does not need to go anywhere to buy the product. Anyone can buy any product sitting at home.
➤   Can investigate anything properly and can also compare it with other products.
➤   Due to e-commerce, paper work has started reducing considerably.
➤   This gives a lot of benefit to the exporter because there is no need for middle distributors.
➤   We can tell about the product in reviews, comments, so that while buying that thing others can understand what the opinion of other people about the product is.

6.2 Disadvantages:
➤   Any product has two sides, one good and one bad. Similarly, there are some disadvantages in e-commerce also.
➤   It costs a lot to create an e-commerce website and application.
➤   One always has to be alert about security.
➤   It is a bit difficult to trust any new website.
➤   High speed internet is required.
➤   Many products are not available through the internet.

7. CONCLUSION

E-commerce is a very powerful factor for both small and big companies to enter the market and control the international market. The Internet is therefore an important medium for customer service and support. Through it, companies can provide detailed information about the product to their customers. Communication through the Internet has become more effective, faster and cheaper. With the help of the Internet, people all over the world connect with each other without much expense and reliably. In the form of technical infrastructure it is a collection of global networks.

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