

## E-COMMERCE (Selling and Buying Product)

Pooja Dubey, Dept. Of Computer Science & Engineering RDEC, Ghaziabad Email- [dubey.pooja@gmail.com](mailto:dubey.pooja@gmail.com)

### Abstract

The term E-commerce refers to electronic commerce. In recent technology E-commerce is a boom in modern society. E-commerce provides buying and selling of goods and services or the transmitting of funds and data, through an electronic network, primarily the Internet [8]. E-commerce is a model shift which is influencing both marketers and the customers. E-commerce is another way to boost the existing business practices through network. It is a revolution in traditional way business to modern business. This significant change in business model occur growth in all around the global not only in India. E-commerce majorly help to start ups.

E-Commerce has also provide a significant role in the environment. Although the model is highly used in current business scenario but the option has not been explored at its brimful. The recent 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.

**Keywords - e-commerce, e-business, B2B, B2C, C2C.**

### Introduction

E-commerce involves carrying on a business with the help of the internet and by using the information technology like Electronic Data Interchange. E-commerce boost their strategic abilities worldwide. From the communications point of view, E-commerce represent information, services as well products or online payments through internet, computer networking. E-commerce implements technology for automating corporate transactions and workflows from a business process perspective. This technology is adopted by many business companies prior level [1]. From a service viewpoint, E-commerce provide a way of low cost of services high product efficiency and less time of the delivery of services, which is beneficiary for industry, customers and management's desire. E-commerce provides a platform for online shopping and distributing goods and information for the Internet and other online resources from an online point of view. Large company used this technology mostly to operates are being carried out online today. People sell and purchase products and services through online medium with the help of internet infrastructure, without internet infrastructure certain purchases cannot be complete [2]. This review article provides an overview of electronic commerce, mainly focused on its definition and why it is important for the modern market. It also discussed the different types of electronic commerce fields and their facilitators. This is also discuss the trend and future of electronic commerce in India.

**E-Commerce and Its Importance** E-commerce is referred to as electronic commerce. It means the electronic media and the internet for dealing with goods and services. E-Commerce entails a company accessing the internet as well as IT, such as the electronic data interchange. Through the e-commerce the customer can also choose between different seller and buy the most relevant product as per requirement , preference and budget. E-commerce provides the business transactions , and these business transactions are in different types namely business-to-business(B2B), business-to-customer(B2C), customer-to-customer(C2C) [9]. E-commerce also provides the facility of customer they can also choose between different sellers and buy the most relevant products as per their requirement , preference and budget.

### Methodology

User job is an essential part of user examine. Several studies used activities of user when they interact with a website. A user job model make on the dependent of time expenditure by user on a particular website. The mythology of e-commerce for user job as follows-

1. Collection of data- Data which is carried out from log file of client.
2. Pre processing – Clearing of unused data from web.
3. Extraction of user job data- Data is converted into a format which is need to do measurement of user interest.
4. Estimation of page interest- Method's process is used to measure interest of user.

5. Labelling of Data-set and Discovery of pattern- These are two phases which are used for find patterns of user job which is depend on user's interest.

6. Analysis of pattern – Patterns discover in discovery stage are prepared to examine user's interest in products served.

### **Literature of E-Commerce**

Growth of E-Commerce has been hastened by enormous developments of technology and growing usage of smart devices. Digital change is animate continuously improved in India for betterment of India's Economy .Previously Mint and IBEF researched anticipate that income to hold out Us by finish of 2020[3].

Research of google appraisal that by further years in India E-Commerce market segment look forward to income of \$100 billion on online firms of fashion give to \$35 billion with globally highest 51 percent of yearly rate. By remarking the tendency, online functions or jobs are desired to reach \$150 billion. In 2004 Sagittal examine that the world and due to continuously advance of technology become successful. Excessive number of organizations are depended on creative model based on E-Commerce business. In 2016, Rajasekhar et al observed that the major role. Electronic commerce taking advantage ground with upward increment and profitable channel for dealings.

In 2009, E-Commerce added upto\$3.9 billion in market of India .In 2011 increased \$ 6.9 billion and in 2013 \$12.6 billion. In 2014, India brings out online shoppers who's crossed over \$100 billion. In India greater part or share is in sales those from E-Business. According to Wikipedia, in next two three years here would be positive sales aspirations. It also belief that Internet' s economy of India is probable to be twice as \$ 250 billion in further years.

Examined that Electronic Commerce industry in India has raised trajectory and await. It fated to set off globally 2nd worldwide reaching market. Increment of internet customer base and standard feature of living style of India bunch are the main factors. Creative ideas of business with advertising and online users with numbers of facilities and even transactional experience of shopping developing India.

In India, there is speedy extension of electronic business and attracting excessive amount of Indian organizations going online. In 2017, according to a report get major electronic companies were Myntra, amazon, flipkart, Zomato, Zypto Big Basket, etc. recorded largest online organizations is India. Now a days, Internet become raveled part of our day to day to life.

Power of e- business permits geographical problems to disappear. It has too many benefits in our life because it makes our life easier. It has smash on mostly three stakeholders viz society, companies and users. To understand this we need to identify some terms such s reliability , overload of data , some issues of security And cost of social partitions and barriers or problems in internet's policies.

According to Aggarwal And Rajasekhar that is a paradigm shift . this is a troublesome change tat is completely transforming the traditional customs of business. It is type of model that authorized a organizations or an individual to running their business on e-network. It is running over a variety of products or applications some of them are fax, e-mail, online CatLog and EDI. It's a migration of business into to global web.

### **Main body**

#### **What do you mean by Consumer Preference?**

A company can be smash or develop by a Consumer preference. If Customer or consumer loves a product. It can be said that it's for many of years and millions of copies will be sell. If he does not love the product, it could vanish [5][6].

#### **Online Consumers or Customers**

Consumers should have the internet and appropriate method for payment to complete transection. Rise vulnerability to technology also rises the prospect of developing attitude for new channels for shopping.

## **Pros and Cons for online shopping.**

Pros-

1. It saves our time. In previous days we have go to market for shopping and it's taken lot of time in villages the went to city for shopping. In this there one day was spent. But now a days you not need to go outside you can do shopping online at home through which you can save lots of time.
2. Shopping through an app or website is a suitable grandness. Whether you are able to go outside or homebound but shopping by a phone is uniquely great experience.
3. Grocery store price comparison apps are one of the best examples. In online shopping, you can be comparing cost of items from hundreds of distinct vendors. But whenever you go in store you have to satisfy with cost which is placed by vender on item.
4. These stores want to make you as a regular customer for many years so they provide many offers like discounts, cash backs, and rewards.
5. The best advantage is that you can pay for items with variety of methods.

## **Cons for online shopping.**

1. In online system you can not touch or feel items. Due to this you did not sure about quality of products. For Example, when you brought clothes from online then you not sure that item which will be deliver to you is fit for your measurements and quality also matters.
2. In online shopping extra charges were also added like delivery charge.
3. Lots of cyber crimes takes place while shop online, so you have to be careful from these frauds.
4. Cyber crimes like stealing money from the account by accessing your personal information that you give to the particular site from where you are shopping.
5. There are many unauthorized sites adds are on internet that do many frauds with costumer.

## **Research's goals:**

This investigation based on the study of consumer understanding and deportment with regards to "how to shop online" [7][6].

## **How we collect our data?**

A technique for the data collection chosen by the investigator to examine the customer understanding and deportment with regards to "how to shop online". This investigation is based on the survey. Initially, the investigator takes first step with the recognition of various dissimilar factors belongs to the management that allow the customer to believe over seller. Investigation contains two data main and auxiliary. The main data also know as primary data and the auxiliary data also known as secondary data.

The main data information was taken according to the data given by the research. This investigation process took place in "AIZAVEL" and its sample size is 30. The interrogatory was need to take main data.

## **Examine and Expound:**

### **1. Response given by the user based on their age:**

The classification based on the on the consumer's data according to the research "how customer respond":

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- 25% respond came from the consumer that are of age 18 to 45.
- At the end ,25% response came from the consumer that are of above 45.

These above point shows that point shows that the people having age between 18 to 45 which implies that young age people have a fond of online shopping than any other age.

### **2. Response given by the user based on their profession:**

This give assist to the investigator to understand the profession of the people who give response this is for figure out the costumer's profession. People belongs to which profession who are purchasing the things online using internet. For example, government employee response was 33% and private employee response was 44%.

### **3. Reason that give rise to online shopping:**

The main problem with all is to save time. In the today's time, everyone want to save their time so the use of E-commerce site is increasing. In the busy life of todays people online shopping saves the time by delivering the product at the consumer home.

- They provide 24x7 access.
- You can use any of E-commerce site anytime and anywhere.
- They provide lots of different and various choice to the consumer.
- Some of the site not take delivery charges.
- They provide awesome discount to the user better than any home town shop.

This attracts the consumer most.

#### **4. Method for payment :**

There are many methods for payment:

1. Some of consumer uses debit card.
2. Some of consumer use digital payment app like paytm , phone pe, google pay ect.
3. Some of consumer give cheque.
4. Some of consumer give cash at the delivery time.

#### **5. Encouragement points to purchase thing online:**

- > Better payment.
- > Not need to go on shop which means avoidance of travel.
- > More and better discount comparison to the home town shop.
- > While using Digital payment app for payment sometimes you get cashback as a reward.
- > Easy and understanding environment of online E-commerce site.

#### **Limitations of e commerce**

There are some limitations of e commerce these are presented here[4]-

1. Security concern
2. Lack of privacy
3. Tax issues
4. Fear of customer
5. suitability of product
6. Cultural obstacles
7. High labour cost
8. Technical limitations
9. High technological cost.



#### **Conclusion**

In the summary of e commerce , we can say that e commerce is the previous some year in industry market is leading market specially the time of corona people use electronic way of purchase goods. The revolution of industry market by e commerce is very positively and make easy life of people. It reduce the dependency of convential method of transaction and purchasing habit of people.

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