

A STUDY ON RECENT TRENDS IN E-COMMERCE

Dharmar.S¹, Narmatha.D², Gnanakkan.E³, Mathiyalagan.G⁴

ASSISTANT PROFESSORS,

PG AND RESEARCH DEPARTMENT OF COMMERCE,

DHANALAKSHMI SRINIVASAN COLLEGE OF ARTS & SCIENCE FOR WOMEN

(AUTONOMOUS) PERAMBALUR

ABSTRACT

Ecommerce is a type of business where goods and services are offered directly to its customers without an intermediary through the website. Ecommerce enables us to order for the goods sitting at the home. The E-commerce has completely revolutionized the conventional concept of business. E-commerce deals with selling and purchasing of goods and services through internet and computer networks. This paper attempts to highlight the different challenges faced by the E-commerce in India, understand the essential growth factors required for E-commerce, describes the prosperity of E-Commerce in India and retail E-Commerce sales in India. The study found that, in the world of E-commerce, the existence of the wholesalers is at the greatest risk because the producer can easily ignore them and sell their products to the retailers and the consumers. Wholesalers can take the advantage of E-commerce in establishing contracts with reputed producers and linking their business with the online. The study also found that, E-commerce provides the various types of opportunities to the wholesalers, retailers, producers and the People. **Keywords:** E-commerce, Challenges, On Line Shopping, Evolution, Prosperity.

INTRODUCTION

Electronic commerce, commonly known as E-commerce or ecommerce, is trading in products or services using computer networks, such as the Internet. Electronic commerce draws on technologies such as mobile commerce electronic, 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, although it may also use other technologies such as e-mail.

E-commerce is the sale or purchase of goods or services conducted over computer networks by methods specifically designed for the purpose of receiving or placing of orders. Even though goods or services are ordered electronically, the payment and the ultimate delivery of the goods or services do not have to be conducted online. An e-commerce transaction can be between enterprises, households, individuals, governments, and other public or private organizations. Included in these electronic transactions are orders made over the web, extranet or electronic data interchange. The type of transaction made is defined by the method of placing the order. Normally excluded are orders made by telephone calls, fax or manually typed e-mails.

REVIEW OF LITERATURE

Nitish Singh, Hadi S. Alhorr, Boris P. Partikowski (2011): In this article the authors have observed the importance of e-commerce in the global economy. This study has specified specific issues and growing trends of e-business in the global market, and as well as discussed how the multinational companies are managing the same with greater challenges.

This article has also noted the dire need for a scholastic framework within which the several facets of global ecommerce are organized and addressed. The authors in this article have suggested that the gap between the technology and the people's knowledge can be bridged with more amount of professional training for the global trends of e-business.

Sunita Tiwari, Pratibha Sing (2012): E-commerce has grown into a big industry. The author suggests that for the success of e-business there has to be integration of transportation, information and communication technologies. The study of this article states that e-commerce cannot be always considered as a prospect for environment as it imposes certain threats to environment. Though the study says that energy saving and time saving are few positive factors of e-commerce but they are associated with certain negative aspects.

SujataP.Deshmukh, PrashantDeshmukh, G.T. Thampi (2011): The authors in this article have studied that the e-commerce concept is present everywhere whereas m-commerce is in its nascent stage. The Indian populations have adopted the mobile technology in wide scale.

Today the Indian population just not use mobile for making calls but they have started using the mobile technology for various other application purposes.

OBJECTIVES OF THE STUDY

- To study the concept of E-commerce.
- To study the various opportunist and challenge in India.
- To study the development of business relationship.
- To study the purpose of E-commerce.

SCOPE OF THE STUDY

- E-Commerce fundamentally started by Amazon.com from the debate of garage with Jeff Bezos in 1994 and it's populated from site of eBay, Dell, Wal-Mart and others.
- Today e-commerce is going to expanding/extending on the basis of their internet attendance. Everyone expectation innovation from this online commerce for that reason, it may reach all over world through the large no. of transaction.

NEED FOR THE STUDY

- One of the most fundamental facts about business is that the e-commerce performance and trend of the marketing structure.
- Therefore in order to obtain a favourable financial structure it is necessary to study the efficiency of the e-commerce.
- Efficiency measurements imply prior knowledge of the inputs and outputs of an organization to increase the level output for a company it is necessary to study the operating efficiency of the e-commerce firms.

RESEARCH METHODOLOGY

PRIMARY DATA:

Primary, data are generated when the researcher through company's portals, observations and experiments, to get a particular information.

SECONDARY DATA:

In includes those data which are collected from Company's own web-sites, earlier research work and are applicable in the study in which the researcher has presently undertaken.

STATISTICAL TOOLS AND TOOLS OF ANALYSIS

In order to study the comparative financial performance of e-commerce portals, from the data collected from the company's showrooms and related web sites.

To assess the performance, various tools like percentage analysis, correlation, regression equation and trend analysis were calculated and appropriate inferences were drawn in the analysis and interpretation of data.

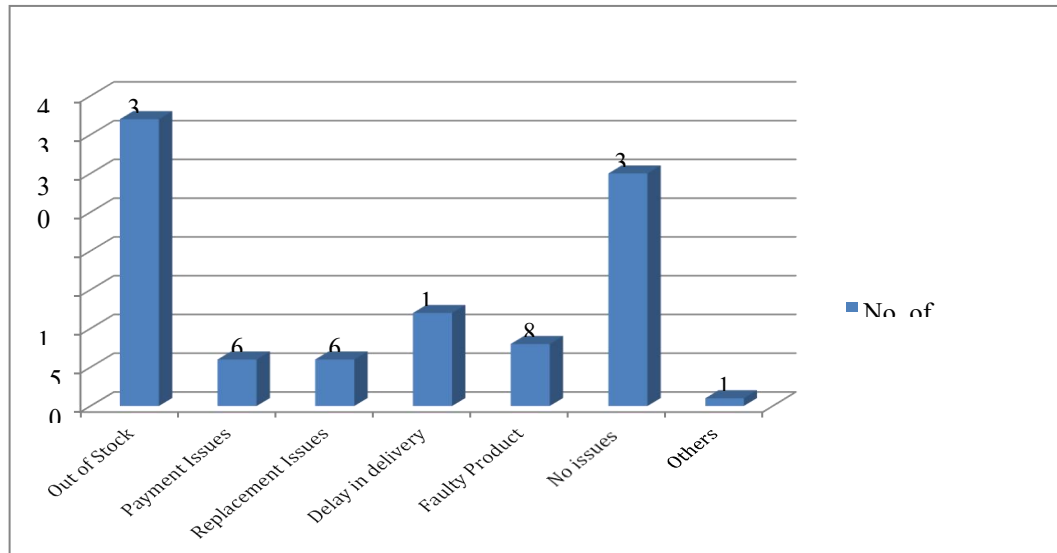
DATA ANALYSIS AND INTERPERATION

Table : 1

Issues Faced When Purchased from Flipkart

	Out of Stock	Payment Issues	Replacement Issues	Delay in delivery	Faulty Product	No issues	Others	Total
No. of Respondents	37	6	6	12	8	30	1	100
Percentage	37	6	6	12	8	30	1	100

Chart-1



Analysis and Interpretation:

In this survey, 30% of customers didn't face any of those problems that mentioned, while 37% of customers faced out of stock issue. This is one of serious issue faced by most of customers. Since discounts and features are the one feature that most of the customers looking for and when a good product with high discount is displayed in Flipkart platform, customers brought it as soon as they could. Thus the products will be out of stocked.

CHI-SQUARE TEST

Objectives:

To find the relationship between the age limits of the customers and the factors that influenced them in adopting the E-Commerce trend segment.

Null Hypothesis:

There is no significance difference between the age limits of the customers towards the factors that influence to adopt the services.

Alternative Hypothesis:

There is a significance difference between the age limits of the customers towards the factors that influence to adopt the services.

Test Statistics:**TABLE 4.16****OBSERVED VALUES**

Factors	SnapDeal	Flipkart	Amazon	alibaba	TOTAL
<20	18	9	12	36	75
20-30	10	7	10	18	45
30-40	10	7	9	14	40
>40	7	7	7	14	35
TOTAL	45	30	38	82	195

$$E_{ij} = R_i \times C_j / n$$

Where,

R_i = Sum total of the row in which E_{ij} is lying

C_j = Sum total of the column in which E_{ij} is lying

n = Total sample size

$$\chi^2 = (\mathbf{O-E})^2/E = 3.411741$$

Level of Significance:

$$\alpha = 0.05$$

Critical Value:

$$\text{Degree of freedom (DOF)} = (R-1) (C-1)$$

$$= (4-1) (4-1)$$

$$= (3) (3)$$

$$= 9$$

Decision:

At 5% Level of significance, Degree of freedom = 9

$$\chi^2 = \text{Calculated Value} = 3.41$$

$$\chi^2 \alpha = \text{Table value} = 16.92$$

Findings:

Hence, table value is greater than calculated value. Therefore Null Hypothesis is accepted.

Result:

There is no significance difference between the satisfaction levels towards the age limits of the investors.

Finding

- There is not much difference in gender for using online shopping.
- Students and salaried persons are most frequent users of Flipkart.
- Frequency of purchase for electronics, books and music, apparels and accessories are more

in Flipkart.

- Word of mouth was more influential in promotion as many people were made aware by their friends and family when customers recommend this website to them.
- Highly discounted products got out of stock quickly, since customers purchased it as soon as they could when they see high discount on good featured product.

Suggestion

The most important factor that is necessary in growing E-Commerce in India is Trust. If we look at the Indian context, I feel that there is a general lack of trust between retailers and Customers. Consumers don't trust the retailers because they feel that they are either being over charged or that they wouldn't be able to get appropriate level of customer service once the sale is complete.

CONCLUSION:

The thorough study is based on the consumer behavior analysis which serves a great idea regarding consumer perception when they go for e-commerce. The e-commerce is used in various fields like business, domestic and for commercial purposes. In order to satisfy themselves, consumers perceive many things before buying products and they will be satisfied if the company meets their expectations. Talking about the domestic market i.e. India, there are more E-business

portals which are aggressively expanding & planting its roots deep into the Indian market & at the same time shifting the mind-set of the people from going & shopping from physical store to online stores, which is magnificent. Be very focused on consumers and build amazing experiences for the customers.

BIBLIOGRAPHY:

- Chaffey, D., Mayer, R., Johnston, K. and Ellis – Chadwick, F. (2002), *Internet Marketing*, 2nd edn., London: FT/Prentice Hall.
- Harris, L. and Cohen, G. (2003), 'Marketing in the internet age: what can we learn from the past?', *Management Decision*, 41(9), 944-56.
- James, D (2000), "It'll be a wireless, wireless, wireless, wireless world", *Marketing News*, July, pp.25-9.
- Marriot, C. (2002), "New Devices, Old Rules: the impact of new internet appliances on your marketing strategies", *the Advertiser*, January, Associated of National Advertisers, Inc.
- Williams, M.(2001), 'Managing Customers in the age of the internet', *Admap*, July, WARC, www.warch.com

- *Burinskiene Aurelija (2018), Investment into e—business technologies, Vol.1, Pg.no.886-891, Economics and Management.*
- *Mudholkar Pankaj K., Dr.Meera Shanker, Shirshendu Maitra(2018),Role of e-business in improving banking sector services,vol.2(4),pg.no.512-515. International Journal of Latest Trends in Engineering and technology.*
- *Ghayal Rachna, Madhavi Dhingra,(2018),Impact Of e-business on the retail market A short study,pg.no.560-562.International Conference on Advances in Electronics, Electrical and computer science engineering; Institute of Research Engineers and Doctors.*
- *Shin Namachul, (2017); “Strategies for competitive advantage in Electronic commerce”. Journal of electronic Commerce and Research, vol.2, No.4.*
- *Jing Sun, (2017), “ Studies on Impact of Electronic Commerce to Modern Marketing Environment”. Business and Economic Research, vol.2, No.4.*
- *Shrivastava Nishant , Shashank Singh,(2017),E-BUSINESS: SCOPE AND CHALLENGES IN INDIA.vol.2(8),pg.no.1-8. International Journal of Business and management Invention.*

- Upasna Roshni, Santosh Rebello, (2017), "E-commerce growth and opportunities in Indian scenario- A survey on E-commerce eco system". *International Journal of Innovative Research in computer and communication engineering*, vol-2, special issue 5.
- Mukhopadhyay Debajyoti, sangeeta Mishra, "Strategic Issues For a successful e-commerce". *Web intelligence and distributed computing research lab*.
- Ronnie cheung (2016), " how travel agency service in e-business world?". *Communications of the IBIMA vol.10*.
- Sayed Mohammad Hassan, Amir, Jahanshahi sistani and R. Satya Raja (2016); " Top online shopping e-companies and their strength and weakness.
- Mitra Abhijit (2015), *E-Commerce In India-A review*, Vol.2(2),pg.126-131, *International Journal of Marketing Financial Services and Management Research*.