A STUDY OF ADVANTAGES AND EFFECTS OF E-COMMERCE

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Abstract:

Its age of modernization. Managing trust, satisfaction of customers in E-Commerce services is most important job for businessman for the achievement of long term prosperity. E-commerce has become a necessary component of business planning and economic prosperity in the emerging global economy. The results of the use of Information and Communication Technology in business has increased productivity, encouraged greater customer participation, and enabled mass customization, besides reducing costs. E-commerce means buying and selling products and /or services over the internet by means of computer sending and processing electronic transmissions to each other. "E-commerce can be defined as the technology mediated exchanges between the parties as well as the electronic based intra or inter organizational activities that facilitate such exchange". We mentioned here some advantages and disadvantages of e-commerce in this paper. In this research paper we concluded that e-commerce systematic and suitable transactions are possible. We should not ignore the effects of e-commerce. E-commerce would result in breakdown of human relationship. Accessibility to the internet is still inconvenient for many potential customers. E-commerce plays very important and crucial role in today's information and technology's world. Many kind of application also available in the market for online shopping and also the selling. Because of this online transactions and e-commerce became possible. Managing customer trust, satisfaction, and loyalty attitudes of e-commerce services is very important for the long-term growth of many businesses. We collected information through primary and secondary data. We refer the related books of E-Commerce, visit to library, internet, etc. for the data analysis using percentage and data presented in graph and table. 420 respondents taken for this research paper.

Key word: E-commerce, Customer Satisfaction, Online Shopping

Introduction:

This is the age of information and technology. Online shopping and online transactions are increasing day by day. E-commerce has become a necessary component of business planning and economic prosperity in the emerging global economy. The results of the use of Information and Communication Technology in business has increased productivity, encouraged greater customer participation, and enabled mass customization, besides reducing costs. E-commerce means buying and selling products and /or services over the internet by means of computer sending and processing electronic transmissions to each other. E-commerce is used everywhere and every day in our life. Managing customer trust, satisfaction, and loyalty attitudes of e-commerce services is very important for the long-term growth of many businesses.

Due to Traditional the exponential growth of internet, nature and structure of competition in traditional like way of doing business and e-commerce has been changed dramatically.

Hypothesis:

1.E-commerce services is very important for the long-term growth of many businesses.

2.Online transactions are helpful as well as harmful for the customer.

Objectives of Research:

1) To study the Concept of E-commerce.

2) To study the advantages of E-commerce.

3)To Study the Effects of E-commerce

Research Methodology:

1. Primary Data: The mainly Primary data was Collected from Structural Questionnaire from 420 respondents those are using online e-commerce Pune Districts.

2. Secondary Data: - This paper is based on secondary data collection. The data is collected through the reference books, reports, newspaper article and YouTube video.

Sample Size: -

1. Table No. 1.1: Population and sample Design in Pune Districts

Sr.No	Class of Respondents	Working Population (P)	Percent (%)	Sample size (N)
1	Customer (n1)	4200	10	420
	Total			420

Sources- Primary Data

Definition of E-commerce:

1. "E-commerce can be defined as the technology mediated exchanges between the parties as well as the electronic based intra or inter organizational activities that facilitate such exchange". -J.F. Rayport and B.I. Jaworsk

Advantages of E-commerce:

1. **Paperless Exchange-** E-commerce is a paperless exchange of business information using EDI, Email, electronic fund transfer etc.

2. **Easy availability-** Consumer can find what they want to buy and purchase it easily.

3. **Online shopping-** E-commerce can operate all day every day. Physical storefront does not need to be open for customers and suppliers for doing business electronically.

4. **Global village-** Just by creating a web site and uploading it on the server, a firm is able to reach millions of customer worldwide. E-commerce creates the whole world as a global village.

5. **Ease of doing business-**
   It's refers to buying and selling of goods and services anywhere and anytime over the electronic network, such as internet.

6. **Efficient pricing-** User can look for chief price for same goods/ items.

7. **24×7 availability-** E-commerce permits customers to buy or do different group action 24 hours on a daily basis all year spherical from nearly any location.

8. **Helps in pollution control-** E-commerce Change people to try to less travelling for searching. It's Leading to less traffic on the road and Lower pollution.

9. **Information Sharing-**it takes few seconds to share the information over the internet. Customers queries relating to new and existing products in the market can be solved via mail.

10. **Benefits to employers-** It helps employers not only cost saving on advertisement but also time saving through online analysis of resumes of job seekers that is to whom to call for an interview.

Effects of e-commerce:

1. **Overall personal touch is absent: -** It's kind of consumer feeling that consumer can't feel, touch, smell, taste and sound, through the dimensionality of a screen.

2. **Some products are difficult to purchase online**: - Gold, Spectacles and other products which you required very customized one are really difficult to purchase online. It's not easy job to trust on those products which are kept online in an image.

3. **Long Time and delay**: - The transaction can be take place quickly, but physical delivery of goods often takes long time and be delayed. This leads to a lot of inconvenience for the customers.

4. **Problematic and time consuming**: - faulty Goods bought online may often be more problematic and a time consuming services at the time of return.

5. **Break down human relationship**: - E-commerce would result in breakdown of human relationship. Accessibility to the internet is still inconvenient for many potential customers.

6. **Customer satisfaction**:-It is related with the delivery of the product on the Internet which create problems related to packaging, shipping, customer queries, verifying E payment, follow up to see if customers are satisfied or not.

7. **Resistance to change**: - People are not use to paperless or faceless transactions. They always resist a change from traditional and mortar business to E-commerce.

8. **Non-technical limitations**: - It is related to People's attitude, lack of trust, resistance to change, faceless transactions, etc. which is more difficult to change people's nature.

9. **Security problem**: - It is difficult to provide security support to all the users, hackers can hack the valuable data and sites through an unauthorized access.

10. **Use**: - There are still many people don't use the internet.
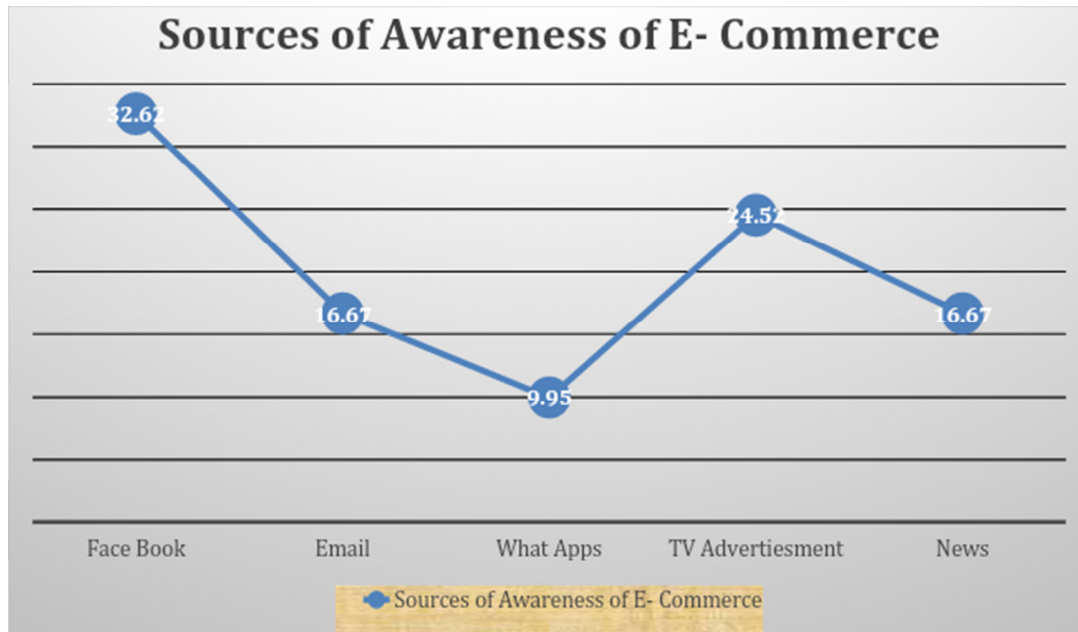
Key Strength of Market Places

The following are the various key strength of market places are available for consumer.

1. Product- Amazon, EBay, Flipkart
2. Hospitality-Oyo, Yatra, Make My Trip, Goibibo, TripAdvisor
3. Handicraft- Craftsvilla, Its Handmade, Afday, The India Craft house
4. Food- Food Panda, Swiggy, Zomato, Food cloud, Inner chef
5. Transportation- RedBus, Ease My Trip, Make Trip

Data Analysis:

Table. No 2. The Classification of the respondent based on awareness regarding e-Commerce in Pune

Sources of Awareness of E- Commerce	No. of Respondent	Percentage
Face book	137	32.62
Email	70	16.67
What's App	40	9.52
TV Advertisement	103	24.52
News	70	16.67
Total	420	100

Sources of Awareness of E- Commerce

32.62

24.52

16.67

16.67

9.95

Face Book   Email   What Apps   TV Advertiesment   News

Sources of Awareness of E- Commerce

Data Interpretation: - The Above Chart Show That Sources of Awareness of E-Commerce.

a.137 respondents that means 32.62% respondents aware from Facebook social media websites.

b. 70 respondents that means 16.67% respondents aware from Facebook social media websites.

c. 40 respondents that means 9.95% respondents aware from Facebook social media websites.

d. 103 respondents that means 24.52% respondents aware from Facebook social media websites.

e. 70 respondents that means 16.67% respondents aware from Facebook social media websites.

Conclusion:

E-commerce has become a necessary component of business planning and economic prosperity in the emerging global economy. The results of the use of Information and Communication Technology in business has increased productivity, encouraged greater customer participation, and enabled mass customization, besides reducing costs. Because of e-commerce systematic and suitable transactions are possible. We should not ignore the effects of e-commerce. E-commerce would result in breakdown of human relationship. Accessibility to the internet is still inconvenient for many potential customers.

Internet which create problems related to packaging, shipping, customer queries, verifying E payment, follow up to see if customers are satisfied or not. People are not use to paperless or faceless transactions. They always resist a change from traditional and mortar business to E-commerce.

Even also E-commerce plays very important and crucial role in today's information and technology's world. Many kind of application also available in the market for online shopping and also the selling. Because of this online transactions and e-commerce became possible. Managing customer trust, satisfaction, and loyalty attitudes of e-commerce services is very important for the long-term growth of many businesses.

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