

Enormous impact of electronic media in Current-time & needs to acknowledge for Future Business.

By Parmeshwar Ph. D Scholar University of Engineering & Management, Jaipur
Under the Supervision of Dr. G. Uma Devi, Dept. of Computer Science,
University of Engineering & Management Jaipur

Abstract:

Information technology has been playing a cardinal role in the present and also play a vital role in future. Globalization as well as information technology changes the method of business doing by the organization. In development of different type of sectors like financial, business and also in a human life. Hence, this research has focused on understand the growth & development E-commerce in India and what the current trends in E-commerce are. This research has adopted the qualitative research approach and provides a review of existing literature in order to understand the scope, growth and development of E-commerce in India with the current trends that drives industry growth. This a huge change in all the sphere of daily life of human being because by use of information and communication technology this brought a lot of benefits in all human life.

E-Commerce has significant impact on the business. Although the model is used in current scenario of business but the option has not been explored at its fullest.

Objectives:

- To provide a detailed understanding E-commerce growth and development in India.
- To provide the overview of new trends in E-commerce.
- To discuss the future and reveal the variables that increasing the usage of E-commerce

Keywords:

E-commerce, internet, E-business, technology

E-commerce and its importance:

E-commerce also referred to electronic media and the internet for dealing with goods and services. Today's time internet and intelligent mobile phones have literally been part of every human life. In 1980s the population of internet users was small but now there are steady increase until 1994 when the number of internet users are growing.

By uses of mobile network this increased the marketing or any business at the international point. This helps us to escape from fraudulent activities. the mobile internet penetration is almost 85 crore means a lot of people usage internet through their mobile phones.

The main type of electronic commerce: Business-to-business(B2B), business-to-consumer(B2C), business-to-government(B2G), consumer-to-consumer(C2C).

There is key difference between E-commerce and E- business. E-commerce for electronic commerce which implies the process of carrying out trading activities through electronic device such as computers, mobiles, laptop and other interconnected telecommunication network.

The basic requirement is a website with the help of which the transaction can be proceeded so, it includes online shopping, online ticket booking, online banking and social networking. Where E-Business expands to electronic business which implies the online presence of the business firm. It includes E-commerce and other business activities such as Accounting, production, finance, human resource and so far, which are conducted electronically So, it includes B2E commerce that is business to employee commerce.

At the last the scope of E-business is wider than the comparison of E- commerce because E- business covers E- commerce also. The first and most requirement of E- commerce is a website to represent the company on the internet, on the other hand E- business requires A website and software packages like ERP, CRM etc. For conducting business activity with the help of electronic devices.

Impact of E-Commerce:

E-commerce vitally impacted on different sector like marketing with the help of new technology and internet. Many websites are working in market now days like: Flipkart, Amazon, Myntra etc. All these are shopping website Issue of marketing strategies and advertising consumer behavior and culture. this is move to telemarketing & tv selling the advanced in telephone to television technology & finally developed E- CRM and data mining.

As we all know that in E-commerce all the work done by electronically and only that people do easily which have enough knowledge about IT and information about programming. This development of different technology & language to support E-commerce and E- business. Link office legacy system with the web base technology this is heavily impact the computer science with it in marketing: Items Buy & sell then people need to maintain their operational cost of their business then E-commerce plays a main role in this.

Today's time online banking has become popular with complex. Transaction becoming possible without physically going to Bank along with positive of e commerce on local & global economy leading to understand the concept of a digital & knowledge base economy.

Impact on human resources management there has been an impact leading to online recruitment and working from home in the (MIS) Management info system. There has been impact on analysis, design and implementation of E-Business. There huge benefit of being fast, E-commerce facilitated the buying selling process. The main advantage of these shops is saving time.

Methodology:

E- commerce designed on the basis of new technologies such as mobile commerce, electronic fund transfer, supply chain management, internet marketing etc.

If any person wants to set up an own E-commerce business then firstly he have to a personal web portal pf their business, in which all the detail of product are included and have to good planning. In E-commerce

impulse base buying product we sell and consumer can easily buy the products from the given details according to their utility.

E-commerce chain works: it is much easier to spread any e-commerce initiative like for railway booking, cinema booking because you get in result in intangible format like a SMS and you get an e-mail. There is nothing to deliver to you that why we call as its industry where you don't have any tangible to be deliver. It is much easier to crack.

That's why E- commerce industry in India for that is a way bigger compare to the physical goods industries. But we talk about right now is of course something which will come to home, something in a physical package for some point that's why the entire world of supply chain comes in.

So, the biggest challenges today for E-commerce companies is gone to be how are they make it possible to reach out 500 million plus people in a country and in time with the products which does not loose their quality and integrity and is the product actually ordered online.

You ordered something online and it reaches to you how many most the 4 to 5 days and reaches to you in same shape and right products most of time. By this reason E- commerce industries are work.

STRUCTURE OF E-COMMERCE METHODOLOGY

PHASE	DESIGN & DETAIL STRATEGY	FUTURE GROWTH & OPPOURTINITIES
1.Study of present details. 2.Find the lack of information. 3.Selection of solution. 4.Implement of selected points. 5.Evolution of implement result	1.Impulse base marketing 2.Preference of consumer. 3.Cost saving. 4.Brand awareness 5. use right techniques and market trends. 6.Whole world convert into electronical system.	1.unlimited growth opportunities for students & entrepreneurs. 2.Its a support to you doesn't flop in the market. 3.learn skill of advanced affiliate marketing.

In other words, the future of E-commerce will be driven by increasing convenience for both merchants and their shoppers, providing rich, compelling shopping experience.

According to data in E-commerce business growth the sale purchase of electronic goods up at the 47% every year automatically and 33% markets grow every year in apparels. It estimates that purchases of E-commerce will rise from 14.1% to 22% at the end of year 2023. These estimates are really optimistic and yet to reach its potential.

E-commerce saw a major traction in year 2020. Technology innovation easy scalability, increased internet penetration and changed users habits due to COVIND-19 the improvement experience and compete against the brick-and -mortar shops.

Online presence it will help you engage with your customer and the customer engage with your products and through this he comes to your landing page, engage with your social media you can make a relationship in order to maintain the loyalty. 80% the growth rate of sale purchase is changing year by year.

when a business is only set at the physically then the no of the customers may be enough or fixed but in E-commerce the whole is your market and any customers comes and its helps to your windfall gain.

After setting up E-commerce you don't need perception base offering use data driven offering and then you predict your consumer buying habits. Comparison is faster online and covers many products. This is one more benefit for the customers too, when people see many items ready to purchase, they feel more confident about spending.

Traditional TV Ad, traditional print Ad, traditional media etc. all these are very expensive, slow and still get low result usage of digital branding, reduce the cost and the result are high.

In traditional business you need you use of physical man power and by it there is a chance of human error but in digital sales pitching you give perfect information as much as needed in one go. It totally your man power cost.

There is no geographical boundary it a barrier free sale anywhere we sale our products. There no physical time limitation boundaries but in digitally there is 24*7 potential real income.

Rapidly growth your business at international level, its profitable because you can decide your margin and scale up a business without any physical store easily because there is no need of scalable driven cost.

In e-Commerce You can fast your order processing even the market places wide and people also comes in wide market place where different type of leaders and dealers.

Use high quality resolution images, image dimension usually e-commerce marketplaces will recommend a resolution format.

Limitations:

Many websites do not have high encryption for secure online transaction or to protect online identity. Some websites illegally collect statistics on consumers without their permission because of this lack of privacy people lose the confident to use internet for conducting commercial transaction. This is harsh reality of E-commerce sites and websites cannot give this assurance that the financial information cannot be compromised on its portal.

Many people still fear to operate in a Paperless and faceless electronic world. Habits and culture of the people differ from nation to nation so, they also pose linguistic problems thus, difference in culture create obstacles to both the business and the consumers.

Most of the people still not aware about the law about e-commerce and not have enough knowledge so, they prevent it may issue in future.

Customers can be impact if there is limited information, shipping delays can be irritating the consumers.

A lack of reliability and security because of poor implementation. The other factor people are not comfortable in making a purchase without trying or physically touching the products.

E-commerce is fully dependent on internet connection this is a major disadvantage of E-commerce is putting to buying capabilities due to issue of site crash and business down within a few second.

It requires advanced platforms to better the performance. The apt technical infrastructure is costly and needs huge investment. It also needs to be upgraded periodically to stay with the changing times.

Conclusion:

As express this project is help to satisfy the needs to manage the business by electronically.

E-commerce is not an IT issue but a whole business undertaking. It is a helpful technology. Consumers access to business and companies all over the world. Consumers continues to desire their products. it is continuously developing, progressing and becoming more and more important in business and the advantage should be taken and as implementation but people have to comes at the knowledge of electronic media and their benefits. Its more beneficiary in some of these like: Marketing strategies and countless more. If the correct process and methods are followed A business will proper in this electronic media setting with much success so that India's business will growth progressively and prosperity.

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