

## A Hypothesis on Assorted E-Commerce Performances in Online Market

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### ABSTRACT

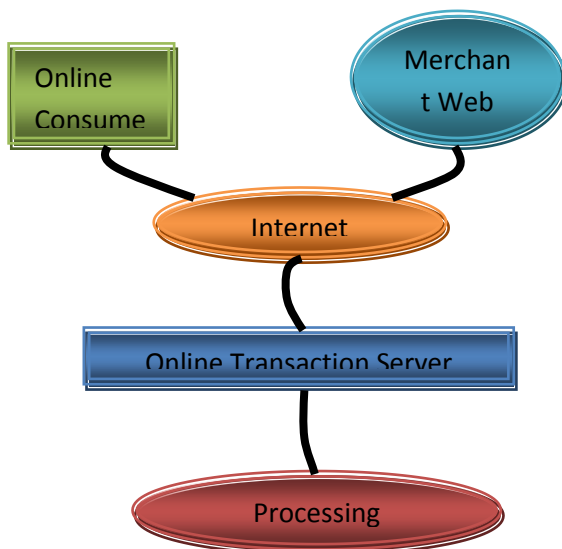
Digital Commerce is system of doing industry via computer networks. A man or woman sitting on his chair in front of a laptop/PC can access the entire services of the web to purchase or promote the products. In contrast to average commerce that's implemented physically with effort of a individual to go & get products, ecommerce has made it easier for human to decrease physical work and to avoid wasting time. E-Commerce which was started in early 1990's has taken a satisfactory jump in the world of computer systems, but the truth that has hindered the progress of e-commerce is protection. Protection is the task facing e-commerce at present & there is nonetheless various development made within the field of safety. The essential advantage of e-commerce over natural commerce is the user can browse on-line stores, compare prices and order merchandise sitting at home on their computer. In this paper to exposed different online market groups' functionalities. Electronic Commerce is process of doing business through computer networks. A person sitting on his chair in front of a computer can access all the facilities of the Internet to buy or sell the products.

### DEFINITION & WORKING OF E-COMMERCE

#### DEFINITION

Electronic commerce or e-Commerce is a time period for any type of business, or industrial transaction that entails the switch of understanding across the internet. It covers a range of extraordinary types of companies, from consumer centered retail sites, through public sale or song web sites, to industry exchanges buying and selling items and services between companies. It is currently one of the most primary elements of the internet to emerge.

#### WORKING OF E-COMMERCE



The client strikes by means of the web to the merchant's website. From there, he decides that he needs to purchase something, so he is moved to the net transaction server, where the entire information he offers is encrypted. As soon as he has positioned his order, the knowledge moves via a private gateway to a Processing network, the place the issuing and obtaining banks complete or deny the transaction. This ordinarily takes position in no more than 5-7 seconds..

There are various special cost systems to be had to accommodate the varied processing desires of merchants, from folks who have a number of orders a day to those who system 1000's of transactions every day. With the addition of at ease

Layer technology, E-Commerce can be a very riskless technique to entire transactions

## **PRESENT CHALLENGES FACING E-COMMERCE**

Speaking of barriers, there are a variety of them that need to be uprooted before e-commerce can compete with average commerce. The biggest quandary within the course of development of e-commerce is that the customer's senses are limited to seeing and listening to the product. The second largest main issue that e-commerce has been dealing with over the past few years is that of safety. Average customers and retailers are still paranoid about conducting industry online. In step with Hal Loevy, vice chairman of global marketing and Partnerships for SGSONSITE, "despite all the noise about e-commerce, which is massive, firms still need to preserve their old business practices: can i believe who i am buying from? Who am I doing trade with? What is their trading history? Am I obeying the legislation? Will I obtain the items as particular on reveal and who do I method if i've a trouble?". According to emarketer.Com, "70% of US shoppers are worried about on-line security; this discourages shoppers from utilising bank cards to buy online (PaymentOne)". Additionally according to e-marketer.Com, in December 2001, 91% of web sites gathered individual understanding and in April-may 2001, 68% of US internet customers were worried that transactions will not be at ease and other organizations and individuals would acquire entry to their personal expertise.

## **A FEW TECHNOLOGIES IN E-COMMERCE**

Finally, with the intention to make the online browsing expertise much more better, there are a lot of new applied sciences like Verifi, DigiScent's iSmell and TouchSense that have emerged over the final couple of years. Even though iSmell and TouchSense are very new applied sciences and they haven't been adopted via the vast majority of web patrons but, they promise a purchaser-friendly future. Verifi is one science that has been widely adopted at present, and for good purpose. According to a latest BizRate study, over 50% of on-line consumers stated that they might not make extra purchases from an online service provider that delivered an object in a color that wasn't what they expected. That is the obstacle that Imation have designed their Verifi procedure to resolve. This is how it works. When a consumer visits a Verifi-enabled website online for the first time they're invited to take an internet centered survey that establishes how their monitor, laptop, working procedure and browser control color. This understanding in then stored as a cookie in the consumer's browser. Then, after they view a product snapshot, the Verifi method reads the expertise within the cookie and combines this with the profile of the scanner (or digital digital camera and so on.) that the service provider used to supply the image to generate a color-correct picture within the consumer's browser.

## **NOWADAYS E-COMMERCE FACING PROBLEMS**

Talking of limitations, there are plenty of them that need to be uprooted earlier than e-commerce can compete with common commerce. The largest concern within the course of advancement of e-commerce is that the purchaser's senses are restrained to seeing and hearing the product. The second greatest situation that e-commerce has been going through during the last few years is that of safety. Traditional customers and agents are still paranoid about conducting industry on-line. In line with Hal Loevy, vice chairman of global advertising and Partnerships for SGS on SITE, "despite the entire noise about e-commerce, which is tremendous, firms still have to keep their old industry practices: can i believe who i'm buying from? Who am I doing business with? What's their trading historical past? Am I obeying the law? Will I receive the items as exact on reveal and who do I approach if i have a predicament?". In keeping with emarketer.Com, "70% of US purchasers are involved about online safety; this discourages purchasers from making use of

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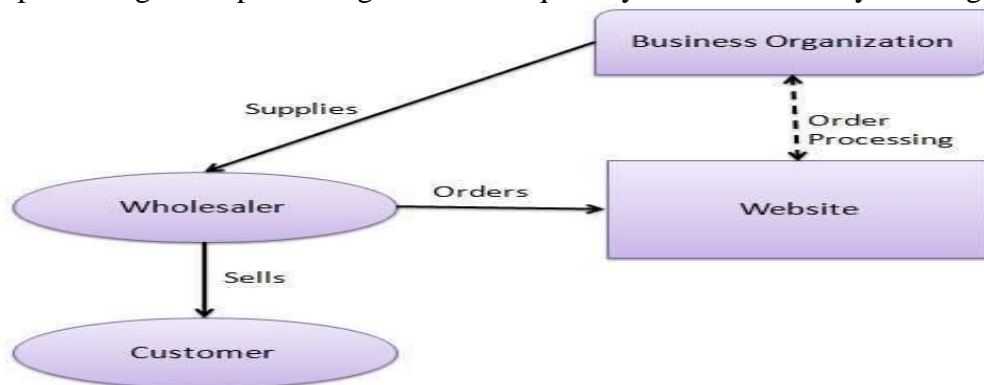
### Classification of E-Commerce Usage

According developed, developing and under developed contries utilization of E-Commerce they classified into as

- A. Business-to-Business (B2B) e commerce.
- B. Business-to-Consumer (B2C) e commerce.
- C. Consumer-to-Business (C2B) e commerce.
- D. Consumer-to-Consumer (C2C) e commerce.
- E. Peer-to-Peer (P2P) e commerce.
- F. M (Mobile)-commerce.

#### A. **B2B (Business-to-Business)**

Firms doing business with each and every other similar to producers selling to distributors and wholesalers promoting to shops. Pricing is based on quantity of order and is by and large negotiable.



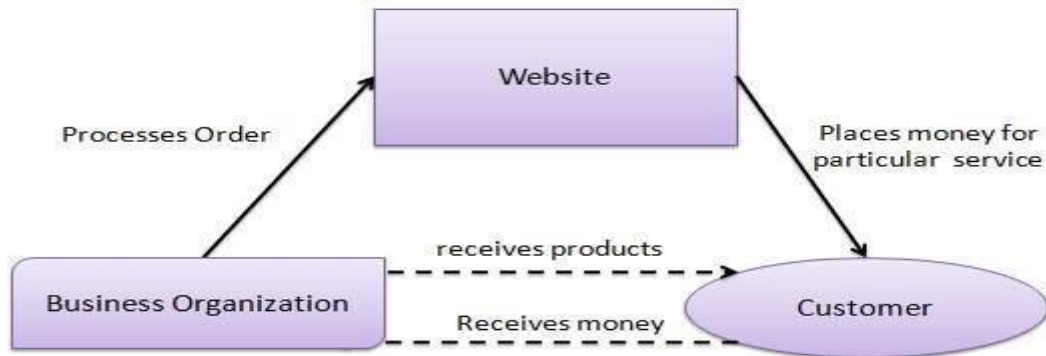
#### B. **B2C (Business-to-Consumer)**

Firms selling to most of the people probably through catalogs utilizing looking cart program. Via greenback quantity, B2B takes the prize; nevertheless B2C is quite what the ordinary Joe has in intellect on the subject of ecommerce as a entire.



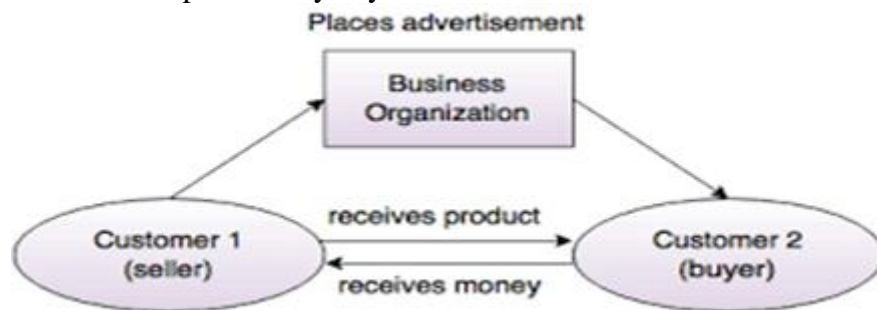
#### C. **C2B (Consumer-to-Business)**

A customer posts his mission with a set funds online and within hours companies evaluate the patron's specifications and bid on the mission. The customer studies the bids and selects the enterprise with the intention to entire the mission. Elance empowers shoppers around the world via delivering the meeting floor and platform for such transactions. Examples: eBay, Half.com.



#### D. C2C (Consumer-to-Consumer)

There are lots of web sites supplying free classifieds, auctions, and boards where contributors can purchase and sell due to on-line payment systems like PayPal where humans can ship and obtain money on-line comfortably. EBay's auction provider is a satisfactory illustration of where individual-to-character transactions take place every day because 1995.



#### E. Peer-to-Peer (P2P) e commerce.

Peer-to-peer (P2P) is a decentralized communications mannequin where every social gathering has the same capabilities and both celebration can initiate a communicate session. Unlike the patron/server mannequin, wherein the client makes a service request and the server fulfills the request, the P2P community model allows every node to function as each a consumer and server. Examples: The Pirate Bay, Cloud mark, kaza



#### F. G2C e-Commerce

Government-to-business (G2B) is a business model that refers to government providing services or information to business organization. Government uses B2G model website to approach business organizations. Example: city of Colorado Springs web site.



**G. M (Mobile) e-commerce.**

**Mobile e-commerce (M e-Commerce)** is a term that describes online sales transactions that use wireless electronic devices such as hand-held computers, **mobile** phones or laptops. These wireless devices interact with computer networks that have the ability to conduct online merchandise purchases. Example: Ecommerce Models using wireless technology.



## **ADVANTAGES and DISADVANTAGES OF E-COMMERCE**

### ADVANTAGES OF E-COMMERCE

Looking on the brighter part nonetheless, e-commerce certainly has numerous advantages over common commerce, the quantity one advantage being comfort of use. The person can browse on-line stores, compare costs and order merchandise sitting at residence on their pc. According to Forrester, 37 percent of on-line patrons use purchaser provider more from internet retailers than normal retailers because of its knowledge for ease of use and speedy response occasions. "once nice proactive consumer service is in situation, retailers ought to construct their brands around the promise of a pleasant expertise," said Forrester's Christopher Kelley. "this implies now not handiest advertising a call middle but additionally bragging about rapid response occasions and educated service reps". Dell, for example has adopted the same method to selling their merchandise each on-line and offline. This nevertheless, has tested worthwhile for the enterprise, on account that it helped them decrease on warehousing fees. A method in which the company has encouraged on-line ordering is via offering rebates on the products which might be purchased on-line. Other businesses should comply with Dell's illustration in the event that they wish to be triumphant in the online world.

### DISADVANTAGES OF E-COMMERCE

The main disadvantages associated with e-commerce are the following:

- Strong dependence on information and communication technologies (ICT);
- Lack of legislation that adequately regulates the new e-commerce activities, both nationally and internationally;
- Market culture is averse to electronic commerce (customers cannot touch or try the products);
- The users' loss of privacy, the loss of regions' and countries' cultural and economic identity;

- Insecurity in the conduct of online business transactions.

## CONCLUSION

E-Commerce refers to all forms of business activities across the internet. This can include E-tailing, B2B, intranets and extranets, online advertising, and simply online presence of any form that are used for some type of communication. E-Commerce has several advantages and disadvantages as indicated in these paper. E-Commerce applications that started in early 1970's needs to be still developed in terms of security and efficiency. For the developing country like our India advancement in e-commerce is a challenge to compete with the developed countries.

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